

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

Place your  
**SURPLUS BUSINESS  
INSURANCE and  
PROFIT-SHARING  
or PENSION PLANS**

with  
*Connecticut Mutual*

YOU GET THESE SIR PLUS VALUES



**1** Income settlements available to corporations and partnerships. This feature is valuable in many business insurance situations.



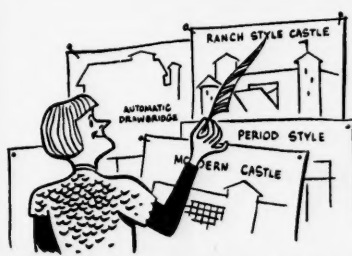
**2** Tailor-made proposals by specialists and plenty of individual help on difficult cases. Presentations that convince!



**3** On-the-spot know-how: Problems quickly settled by a nearby general agency. Business insurance specialists are available in a hurry.



**4** Flexibility of C. M. change of plan clause makes possible business life insurance bought for one purpose to be used for another, if needed.



**5** Wide range of plans, both life insurance and annuities. Many different forms of life insurance and annuities to suit your clients' needs.



**6** Your clients will be attracted by our excellent competitive net cost. On all plans of both life insurance and annuities, C. M. cost is really low.



**7** Combination Plan: life ins. & conversion deposit fund on pension & profit-sharing plans. (Deposit administration by CM on pension plans available.)

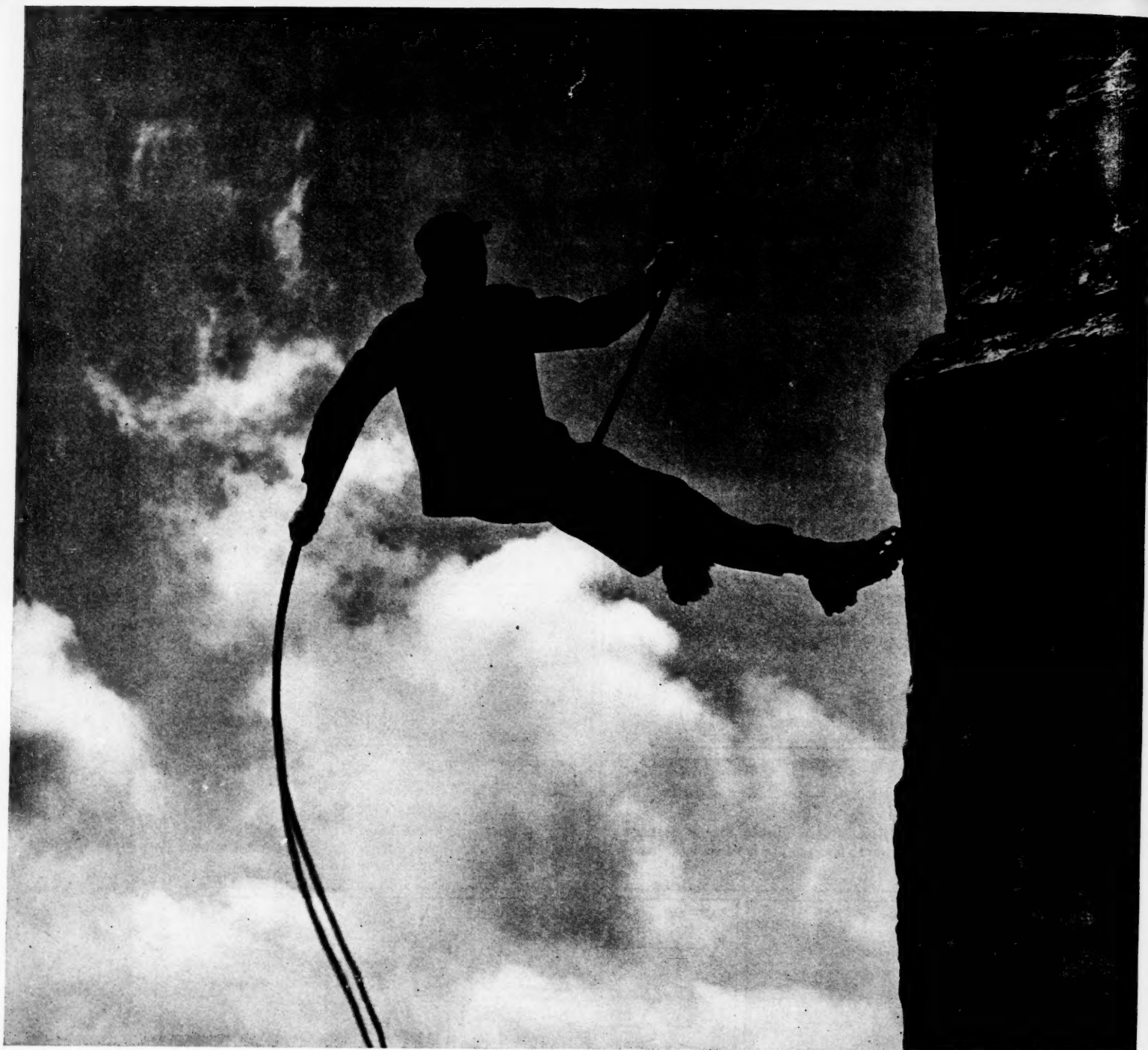
*The*  
**Connecticut Mutual**

LIFE INSURANCE COMPANY · HARTFORD



Facts, figures and proposals will be furnished gladly to fit any surplus need in business insurance or pension or profit-sharing plan.

FRIDAY, JULY 16, 1954



## THERE'S REAL PROTECTION FOR THE MAN FROM EQUITABLE

He has lifetime security—under one of the finest over-all insurance and retirement programs in the insurance field today

*Insurance for the insurance man*—Equitable really believes in it!

Equitable offers its own people one of the best insurance and retirement programs.

The coverage available to Equitable representatives includes:

- group life insurance up to \$20,000
- accidental death insurance up to \$10,000 additional
- hospital expense insurance\*

- surgical expense insurance\*
- basic medical expense insurance\*
- major medical expense insurance\*
- and retirement benefits that start at 65

*\*for agent, wife and minor children*

More than six hundred Equitable men and women today receive retirement income. Many of them keep on selling and still draw benefits. Renewal commissions continue in every case.

A selling career with Equitable offers more

than a good living. The man from Equitable builds a lifetime of security—and his future gets brighter each year.

THE  
**EQUITABLE**

LIFE ASSURANCE SOCIETY OF THE U. S.

HOME OFFICE: 393 SEVENTH AVENUE, NEW YORK 1, N. Y.

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# The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

58th Year, No. 29  
July 16, 1954

## 'What Is Income?' Still \$64 Question in Taxing Insurers

### Companies' Representatives Thus Far Stumped for Concept That Is Fair and Workable

Company representatives in their conferences on what kind of permanent life company income taxation plan to offer to Congress are finding it a baffling problem to devise a formula that will be equitable for all types of companies in various types of situations that may develop and yet will still come within the meaning and intent of the federal income tax law.

"What is income?" in the case of a life company is still the elusive question. It has been for as long as the federal income tax law has been applicable to companies. The difficulty is that a formula that appears fair under conditions such as prevail at present could become grossly inequitable under other, quite readily conceivable circumstances.

The present stop-gap plan of taxing investment income at 6½% has the merit of producing substantial equity in the sense that the tax is roughly proportional to the amount of assets. Yet a company with a bad run of mortality and higher than average interest earnings would pay a considerably higher tax than another with average or extra-favorable mortality and below-average interest earnings. The present stop-gap tax, for all handiness of its yardstick, is more of an excise tax than a true income tax.

The crux of the problem is that life insurance is such a long-range business that even if it were possible to decide on a definition of income or profit it would still be impossible to say conclusively how a company came out in any given year. The results for 1954 depend largely on the accuracy of estimates and assumptions. It will be many years before the "run-off" of this year's business shows up as profitable or unprofitable.

Rep. Curtis of Missouri, chairman of the ways and means subcommittee on life company taxation, has indicated a sympathetic interest in the problem and a desire to get a permanent formula enacted into law. But thus far the difficulty has been in getting agreement among the companies as to what the basis should be.

A considerable part of the problem lies in the fact that so great a part of the total business is done by mutual companies, which do not make profits in the usual sense. Yet it is recognized that it has so long been the custom to treat stock and mutual companies on an equal basis that nobody would seriously suggest trying to get the mutual companies a tax-free or even especially favored status on the ground of being non-profit organizations.

## JOANIS GIVES WARNING

### Several Items Backed in Administration's Social Security Plan

WASHINGTON—Support for several points in the administration's social security program and a warning that some principles of the system are being distorted were given in an address before Senate finance committee by John W. Joanis, secretary and general counsel of Hardware Mutual Casualty. Mr. Joanis, as a member of the social security committee of Council of State Chambers of Commerce, represented 23 chambers.

National Assn. of Manufacturers, which also submitted a statement to the Senate committee, similarly found conflict with the objectives and principles in OASI (old age and survivors insurance).

Except for its public purpose, Mr. Joanis said, OASI would be an indefensible device for the redistribution of income through an unconstitutional exercise of the taxing and spending powers. If the program could be revised so as to make each person's OASI taxes exactly meet the cost of his protection, there would be no constitutional basis for fixing his benefits above the levels indicated by the Supreme Court when it said in 1935, "The hope behind this statute is to save men and women from the rigors of the poorhouse as well as from the haunting fear that such a lot awaits them when journey's end is near."

OASI's public purpose also affords the basis for fixing its present benefits in such amounts that there is not even a rough relation between the cost of an individual's protection and the amount of his OASI taxes. Such a relationship, the speaker said, would mean benefits for present aged recipients in pennies rather than in dollars. As it is, OASI levels are such that benefits of past and present recipients will cost several billion dollars more than the total of social security taxes paid by everybody to date, plus accrued interest.

These billions, plus a large portion of benefit costs for all who retire in the next few decades, and even after that, and much of the benefit costs

(CONTINUED ON PAGE 19)

## HUNT HAS LEAD

### Run-Off July 27 to Decide on Okla. Commissioner

A run-off election will be necessary to determine who will be the next Oklahoma insurance commissioner. Joe B. Hunt had a lead of 38,850 votes more than his closest contestant, James R. Dickey, in the July 5 primary. There was a total of approximately 345,000 votes cast in the election for commissioner, divided among 12 candidates. Hunt had 92,328 votes and Dickey 53,478.

Mr. Hunt resigned recently as assistant actuary of Oklahoma insurance board to enter the campaign. He had been with the actuarial department of the board for more than 12 years.

Mr. Dickey undoubtedly received some votes because of the similarity of his name to that of Donald F. Dickey, who recently resigned as insurance commissioner after several years' incumbency. The run-off election is scheduled for July 27.

## Joint Conference Committee Considers Tax Revision Bill

WASHINGTON—Joint conference committee on tax revision bill has scheduled its first meeting for July 14. Life interest is centered largely on the problem of income taxation of life companies. The Curtis subcommittee on life company taxation had planned a public hearing for July 15, but nothing was scheduled on the subject at that time.

Meanwhile, the subcommittee awaited submission of a taxation plan by the life people, who conferred in Chicago this week on a possible alternative to the present 6½% basis plan.

Insurance representatives recalled that not many years ago the government was glad to get \$35 million taxes annually from life companies, whereas now it is reported taxing them at the rate of about \$200 million per year.

The Senate finance committee began consideration in executive session of the social security bill upon which it concluded hearings late last week. The measure is expected to emerge from the committee without much delay.

## House Vote Kills Government A & H Reinsurance Plan

### Recommitment to Committee Ends Bill's Chances This Session

WASHINGTON—The house voted 238 to 134 to send the administration's A&H reinsurance bill back to the interstate and foreign commerce committee. This is said to mean that the measure is dead for this session.

The action apparently came as a surprise to Republican leaders, who indicated they had expected enough Democratic support to get the bill through. Opposition by American Medical Assn. was given some credit for the recommitment. However, despite a somewhat favorable attitude by the life business, most elements in insurance and the insurance commissioners were opposed.

The opposition from insurance quarters, which was in general politely expressed, appeared to be based on two fundamental objections, that no matter how beneficent the intentions of the Eisenhower administration in connection with this bill, it put the government into A&H insurance, and, despite protestations, obviously sincere, of the administration, it was considered by commissioners as a possible opening wedge for federal regulation.

Some observers term the bill's failure an ominous sign since much of the opposition to the measure felt it did not go far enough. This was labor's position, one backed up by many of the congressmen turning thumbs down on the bill. The same observers predict these interests will go all out in backing a national health scheme similar to the one that failed in the last Congress.

Insurance people in Washington had feared the bill would pass after the House made several amendments. It had been reported favorably by the House committee.

National Assn. of Insurance Commissioners had taken an official position in opposition to the bill, though it too apparently felt passage was a certainty. Only the day before the House vote the special NAIC committee on federal health reinsurance plans met at New York City and drew up several amendments to make the measure more palatable. All of these were designed to spell out in more detailed fashion the role state supervisory bodies would play in administering the plan.

On the other side, Chairman Wolverton of the House committee had received a letter from Frazar B. Wilde, president of Connecticut General Life, which characterized the bill as constructive legislation. Also, National Life & Accident issued a press release referring to complete cooperation of the life business and the government regarding A&H reinsurance.

President Eisenhower expressed keen disappointment at the action of Congress and indicated the administration will continue to fight for the measure.

## Results for First Six Months Given

	1954 New Life Ins. Bus. \$	1953 New Life Ins. Bus. \$	1954 In Force Inc. \$	1953 In Force Inc. \$
American Mutual, Ia.	12,300,930	11,542,813	5,665,542	6,015,309
Berkshire Life	23,990,731	22,799,979	11,943,982	12,726,925
Confederation Life	81,523,893	75,973,707	44,707,454	65,657,735
Colonial Life	26,409,889	22,660,988	13,209,775	12,164,234
Columbus Mutual	23,341,014	23,328,046	12,089,186	13,645,966
Continental American	22,218,181	15,797,618	15,892,266	9,338,061
Federal Life	19,306,191	17,641,290	11,491,007	12,115,314
Equitable of Iowa	64,278,891	63,662,415	31,606,324	32,665,397
Equitable Society	759,625,518	751,705,674	496,413,083	1,034,761,630
Farm Bureau Life	78,142,044	75,989,420	60,976,320	47,896,568
Fidelity Mutual	40,461,806	42,920,712	22,623,371	26,844,432
Great-West Life	155,404,244	149,022,335	106,588,826	115,022,934
Guarantee Mutual	15,500,540	14,513,116	4,844,912	5,154,579
Imperial Assurance	46,320,084	41,477,340	27,486,319	28,837,657
Jefferson Standard	85,280,925	80,241,334	47,622,532	48,994,647
John Hancock	664,929,776	680,879,627	417,629,730	563,521,402
Knights Life	28,274,038	29,496,493	5,127,667	11,968,897
Liberty National	24,461,783	29,815,441	14,019,163	7,545,670
Northwestern National	53,661,715	55,776,421	29,750,048	29,066,529
Phoenix Mutual	71,119,931	68,785,363	39,177,464	41,356,196
Texas Prudential	14,956,501	10,039,668	6,514,901	3,506,859

## Easy-Money Policy Already Causing Bond Refinancing

U. S. Fiscal Heads, Needlessly Shying from Deflation, Draw Few Cheers from Life People

By ROBERT B. MITCHELL

NEW YORK—The administration's easy-money policy, most recently evidenced by cutting the banks' reserve requirements, is already causing some borrowers to refinance their bond issues at lower rates now available. There is the feeling among life company investment men that in attempting to avoid any taint of bringing on a deflation the administration has reacted with needless vigor in the opposite direction, apparently being determined to prevent any recurrence of what happened in the spring of 1953.

At that time the federal reserve was keeping hands off the securities market and there was a sharp decline in government bond prices. The Treasury came into the market with a long-term 3½% bond, which was a factor in generating the expectation that there would be further large offerings of long-term U. S. bonds at that rate of interest or perhaps higher. The issue was only \$1½ billion but government bond prices fell to relatively low levels. The 3½s went below par, as did other long-term bonds. These happenings coincided with other dampening economic forces, such as heavy inventory accumulations and a general tightening of credit, primarily in the mortgage market, because as the federal reserve and Treasury actions brought higher yields on government bonds the yield on corporate bonds went up and money tended to flow toward them and away from the mortgage market. Yet the volume of housing showed that for 1953 as a whole there was no real shortage of mortgage money.

The government, rendered skittish by accusations of deflation, reversed its policy and began supporting the government bond market. The Treasury pretty much gave up its effort to convert its short-term indebtedness into long-term bonds. At the same time, business fell off enough to bring some drop in corporate financing and interest rates began to fall from August on. There has been a sharp decline in rates ever since.

In the mortgage market, where a year ago it was possible to hold the amortization period to 25 years and get a 5% down payment or better, today many life companies are giving 30-year amortization and not insisting on any down payment. Naturally, these apply only where there is an FHA or VA guarantee. There is no doubt that the 30-year amortization and no down payment have kept the residential real estate market booming.

While life insurance investment people concede the value and perhaps necessity of a certain amount of management by the government, some feel there is unwarranted reliance on the presumed power of interest rates. They say it is the availability of money to borrow that counts, not so much the rate. If business is prosperous the rate is of no great consequence to the borrower, within fairly wide limits.

On the other hand, if he thinks the business outlook poor or uncertain, the

potential borrower is not going to make a loan just because somebody has made it possible to borrow at bargain rates. Bargain rates, when carried to unwise lengths, do not stimulate borrowing. They merely ruin the market.

Unfortunately, the major influences in the financial picture, other than life insurance, have more to gain by advocating an easy-money policy than by favoring more realistic rates that more accurately reflect the law of demand and supply. Nevertheless, the life insurance influence has made itself felt and the government has by no means overlooked what its fiscal policies do to life insurance policyholders in the general effort to please the greatest number of citizens.

## Kollenberg, 2 Others Join NALU Program

Three names have been added to the list of speakers who will address the annual convention Sept. 20-24 at Boston of National Assn. of Life Underwriters.

A. H. Kollenberg, veteran agent for Mutual Benefit Life at Grand Rapids, will be heard at the third general convention session Sept. 24. His topic will be "Why People Buy Life Insurance". The others are Ralph Cooper Hutchison, Ph.D., president of Lafayette college, Easton, Pa., who will speak Sept. 22 on "Power in the Social Order", and Edward B. Hanify, partner in the Boston law firm of Ropes, Gray, Best, Coolidge & Rugg, whose subject will be "The Glory of the Commonplace".

Mr. Kollenberg, who entered the business in 1917, is a life member of Million Dollar Round Table. Dr. Hutchison, former president of Washington and Jefferson college, is a director of Acacia Mutual Life. Mr. Hanify is a director and a member of the agency committee of John Hancock.

## Guardian Files Appeal in Office Site Case

Guardian Life has filed notice of appeal in its case against the decision of New York Insurance Superintendent Bohlinger which said it could not acquire certain property for an office at White Plains, N. Y. The company hopes to argue the case during the October term of court.

The appellate division of the supreme court for New York county in May upheld the trial court's decision that the superintendent had the power to deny an insurance company the right to acquire the property for the office if the superintendent was not satisfied in his own mind that it was a sound project.

In the decision upholding Mr. Bohlinger's stand, two appellate division judges held that the superintendent's decision was not reviewable by the courts on the ground that except where the insurance law provides specifically for review, the superintendent's rulings are not reviewable except to determine whether he had misconstrued or exceeded his authority. Another judge based his concurring opinion on a conviction that Mr. Bohlinger had not acted arbitrarily or capriciously, as Guardian had alleged.

## U. S. Employee Group Life Bill Passed by Senate

WASHINGTON—The Senate has passed the administration's bill for group life coverage for federal civilian employees. Except for a brief explanation of the measure by Sen. Carlson of Kansas, chairman of the postoffice and civil affairs committee, there was no discussion.

## Life Ownership Hits Record High With \$319 Billion In Force

Ownership of life insurance rose to a new peak at mid-year, with record purchases estimated at \$18.6 billion of new policies in the first six months, Institute of Life Insurance reports.

Aggregate life protection reached an estimated \$319 billion June 30, \$15 billion more than at the beginning of the year, \$29 billion more than at mid-year in 1953, and \$177 billion more than 10 years ago.

The purchases, which exclude credit life, were \$600 million more than in the corresponding period of 1953 and \$3.5 billion more than in the first half of 1952.

With the purchase of new life running at a record pace, American families are expected to put as much as \$9.75 billion into life and annuities, compared with \$8.96 billion in 1953, when premiums represented 3.6% of disposable personal income in the U.S.

Policyholders have increased their premium outlay by 115% in the past 12 years while the protection they now have is 150% greater than that owned in 1941.

Of last year's premiums, \$7.59 billion was for life, \$1.19 billion was for annuities and \$182 million for special provisions attached to life policies. Life premiums have more than doubled since 1941 and the annuity premiums nearly tripled.

In addition to premiums for life and annuities, U. S. life companies last year reported \$1.87 billion of A&H premiums. Total premium income of all kinds and of all U. S. life companies was \$10.8 billion in 1953, compared with \$9.8 the previous year.

During the first six months of this year the benefits totalled an estimated \$2.5 billion, \$250 million more than the similar period last year. Death benefits should account for \$1.05 billion for the period, compared with \$1.002 billion a year ago. The increase, the institute pointed out, is a reflection of wider ownership of policies, not a rising death rate.

Total assets of the more than 800 U. S. life companies are estimated at \$80.9 billion on June 30, compared with \$75.4 billion a year ago. These assets, averaging about \$330 per policy, represent an increase of \$2.7 billion since the beginning of the year.

LIFE INSURANCE PROGRESS IN FIRST HALF OF 1954	
Purchases of New Life Insurance in first six Months	In Billions
1944	\$6.8
1953	\$18.0
1954	\$18.6
Life Insurance in force on June 30th	
	In Billions
1944	\$142
1953	\$290
1954	\$319
Life Policy Benefit Payments in Half year	
	In Billions
1944	\$1.3
1953	\$2.3
1954	\$2.5
Life Insurance Assets at Mid-year	
	In Billions
1944	\$39.4
1953	\$75.4
1954	\$80.9
Institute of Life Insurance	

## Mutual Funds Take Conciliatory Stand on Agents' Blasts

Official Statement Says Misunderstanding, Sketchy Data Generated Criticisms

NEW YORK—National Association of Investment Companies, through its director of public information, Edward B. Burr, has issued a friendly and conciliatory comment on the criticisms against mutual funds, particularly those tied in with the sale of group life insurance, among life insurance field personnel. Mr. Burr was until recently Institute of Life Insurance's education director. The investment companies' statement says:

"We have been asked to comment on recent criticisms by certain life insurance agency groups. Our feeling is that much that has been said was based on a lack of accurate information and a basic misunderstanding of mutual funds.

"As we see it, there is no fundamental conflict of interest between mutual funds and life insurance. Each business is fulfilling an important public need, in its own field and subject to the most stringent public regulations.

"Some misunderstanding has developed specifically in connection with plans offered by a few fund sponsors combining life insurance with periodic purchases of mutual fund shares. It should be noted that the funds active in this field are purchasers of life insurance from existing companies, and thus are bringing the benefits of life insurance in larger amounts to many families and, in fact, even to some families which have not previously had this protection.

"It is our view that the services of these two industries are complementary, and not basically competitive. This concept is recognized in the sales literature of most mutual fund sponsors who stress the ownership of adequate cash savings and adequate life insurance before investment in mutual fund shares.

"Both industries are faced with vast opportunities for expansion in their respective fields. For our part, we will continue to strive for harmonious relations and understanding with the life insurance industry as well as with all other financial institutions."

## Pacific National Colo. Meet Stresses Sales Tips

A program designed to sharpen sales tools, and buttressed with several social features, made up the five-day convention of Pacific National Life at Colorado Springs.

Home office officials who addressed the meeting were Ray H. Peterson, president and superintendent of agencies; L. W. Messinger, vice-president and actuary; Dr. James Z. Davis, medical director; and William I. Spere, executive assistant.

Among field men who made talks were C. L. Johnson, co-general agent at Salt Lake City; G. I. Teshima, Hawaii; E. S. Worlund, general agent at San Anselmo, Cal.; Manuel Chaves, Salt Lake City; W. T. Takiguchi, general agent at Honolulu, and J. W. Hawley, Colorado manager. Commissioner Kavanaugh of Colorado spoke.



## STRESS ECONOMY, EFFICIENCY

## Figures on Staff Travel Prove N. Y. Best Bet for NALU's Home, Area Backers Say

NEW YORK—Data on meetings and conferences that National Assn. of Life Underwriters executives must attend indicate that the New York City area is by far the most efficient and economical place in the United States for NALU's headquarters, according to a booklet being sent out to all members of the NALU national council, executive secretaries, and other NALU "wheelhorses" in support of New York's bid to retain NALU's main office in this area.

The booklet is published jointly by the New York City association and the New York state association and is based on information gathered by the city association's committee on NALU location, headed by E. J. Allen, general agent of John Hancock.

The committee obtained from NALU an analysis of meetings and conferences other than those actually sponsored by NALU, which the three principal NALU executives attended over typical periods of time—six months in one instance, and one year in the other two instances. These were meetings that the men would have been required to attend, regardless of NALU's location. These figures show that there were 56 meeting days in New York City as against 38 for Washington, D. C., Chicago, Hartford, Philadelphia, and Albany combined. Second to New York's 56 was Washington with 18. Then came Chicago with nine, Hartford, seven, Philadelphia, three, and Albany, one.

These figures do not include numerous, almost daily, contacts that NALU's attorneys have with the legal staff of Life Insurance Assn. of America and the use of its library facilities.

"We are advised that if NALU headquarters were to be moved away from New York City it would be necessary to maintain a separate office in this area for the use of NALU's attorneys and other executives on frequent duty here," the New York booklet says. "It is obvious that the operating efficiency of NALU would be vastly impaired by a move away from the New York area and that additional costs of travel, hotel, meals-away-from-home, separate office maintenance, would be vastly increased. Would our membership knowingly recommend a removal to another locality if, along with the proposition, there were coupled a dues increase to defray these additional costs?"

Denying that there is any advantage to a mid-continent location near the U. S. center of population, the New York committee points out that NALU headquarters is not a "mecca for the pilgrimage of its 60,000 members," but is "a workshop for the advancement of the interests of its 60,000 members." "An impartial investigation of the activities of NALU indicates that it is primarily concerned with serving its members and in this capacity NALU executives must meet and confer with other organizations in the industry," the committee notes.

The booklet points out that LIA and Institute of Life Insurance are both located in New York City, LIAMA is at Hartford, American Society of CLU is at Philadelphia, the New York In-

surance department is in Albany and New York City, federal legislative and executive bodies are at Washington, and 15 of the first 22 major life companies are located in the eastern zone. Hence, "it is obvious that a location

in or near New York City is in the heart of this activity area."

Urging an objective and factual viewpoint, the New York City association states that it is "numbered among the many local associations who feel that a matter of this importance never should have been tossed into the arena of local strife or held up as a presumed prize to be awarded the sectional groups submitting the most chamber of commerce ballyhoo or high-pressure salesmanship," but rather "it appears to us that the question should be determined solely on the basis of 'where

can NALU function most effectively and efficiently for the membership concerned?"

The New York City committee makes a strong plea for the purchase of the present Bankers National Life building in Montclair, N. J., as being available for approximately the amount of money that NALU has already collected for its headquarters building.

"Anyone who was involved in the headquarters project from its inception will recall the basis on which the 'own-your-own-home' was originally

(CONTINUED ON PAGE 10)



# Jumpin' five times

### THROW AWAY RATE BOOK

Easy to use Sales folder with rates, dividends and values included.

\$25,000 at age 21

Very High Cash Values  
Endowment at age 55

Dividends Accumulated at 3%  
Premiums Discounted At 3%

Premium Refund and Payor Waiver  
to age 21

Top Commissions, Complete Sales Tools  
Non-Medical

\$5,000 at age of issue 0-14

\* Simple and complete. See for yourself. We'll be glad to send this Jumpin' Juvenile Broker's Sales Kit. Just fill in coupon.

**Bankers NATIONAL LIFE**  
Insurance Company *Montclair, N. J.*

Please send me your Jumpin' Juvenile Broker's Sales Kit. No obligation of course.

Name.....

Address.....

City..... State.....

## Fears of LUTC Courses as Proselyters' Paradise Have Proved Unfounded in Actual Experience

NEW YORK—Fears that Life Underwriters Training Council courses might prove a happy hunting ground for instructors with proselyting impulses have proved unfounded, it was brought out at a luncheon for agency



E. L. G. Zalinski



L. E. Powell

officers of New York state and New Jersey companies held at the New York Life home office at the invitation of Edmund L. G. Zalinski, president of LUTC and vice-president of New York Life.

Loran Powell, managing director of

LUTC said the classes certainly constituted a golden opportunity for a proselyter but the only case that had happened was the result of a misunderstanding. Instructors agree in writing not to hire any of their students while in classes or for a year thereafter. Another safeguard is that instructors are chosen at the local level and the local committee has a responsibility as to whom it chooses as instructors.

Mr. Zalinski also made the point that the instructor has a position to maintain in the community and naturally doesn't want to get a reputation for using his position to lure agents of other companies.

A feature of the luncheon was the LUTC's new slide film, "One For The Money." The narrating was mainly by R. N. Woodson, president of American General Life and formerly LUTC managing director and managing director of NALU.

Besides Mr. Powell, LUTC staff members at the luncheon were Levi E.

Bottoms, director of administration, Pasquale A. Quarto, director of training, and Paul M. Smith, Jr., administrative assistant.

The LUTC courses, which started in 1947, are now completely self-supporting. During the school year 1953-1954 there were 512 classes in 47 states, the District of Columbia and Hawaii.

The New York luncheon was one of a number held in various cities to bring about a better understanding of LUTC's work.

## Bankers, Ia., Giant June Sets 2 Company Records

New business issued and paid-for during June in Bankers Life of Iowa totaled \$20,814,652, a record for any one month in the company's history.

June also was president's month honoring President E. M. McConney. A record volume of \$26,800,120 was written and paid-for.

With more than \$1 million of issued and paid-for business and more than \$1¼ million of written and paid-for business, the W. K. Niemann agency at Des Moines led all company agencies in both categories.

## List Top MONY Agencies

Myer agency of New York City led Mutual of New York's agencies throughout the country in volume sold and number of policies sold in the first half of 1954. The agency is managed by Richard E. Myer.

The Boston agency, managed by John P. Meehan, was second in volume and Kay R. Hodgkinson's San Diego agency ranked second in number of policies.

The Portland, Ore., agency, managed by Wilbur K. Hood, placed third in both categories.

## Travelers Makes Four Changes, Two Retire

Travelers has appointed Carl H. Bolen, who has been manager at Worcester, Mass., manager at Boston, succeeding Sherill A. Smith, who has retired after 30 years with the company. Frederick A. Noseworthy, who has been assistant manager at Manchester, N. H., has been appointed manager at Worcester.

James F. Dwinnell, Jr., assistant manager at Boston, has been promoted to brokerage manager there.

Donald R. Dittmore, assistant manager at Houston, has been promoted to manager at Nashville, succeeding Edwin L. Connell, who has retired.

Mr. Bolen joined Travelers in 1931 as a field supervisor in New York, and in 1938 he became assistant manager at the Empire State branch there. He was named manager at Worcester in 1942.

Mr. Smith joined Travelers in 1924 as a field supervisor at Oklahoma City, became assistant manager there in 1927, went to the 59th street New York City office in 1928 in the same capacity, was appointed manager at the 149th street, New York City, office the following year, was named manager at Brooklyn in 1936 and the following year went to Boston.

Mr. Noseworthy joined Travelers in 1951 as a field supervisor at Manchester. The following year, he became manager there. Mr. Dwinnell joined the company at Boston in 1935 and became assistant manager in 1940.

Mr. Dittmore joined Travelers as a field supervisor in 1949 at Jacksonville, Fla., became assistant manager in 1951 and in 1952 assistant manager at Houston. Mr. Connell joined the company in 1936 at Atlanta.

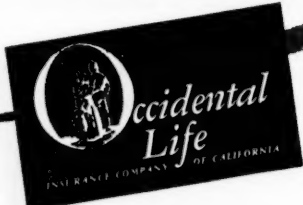
## FAMILY INCOME PERFECTED!

FAMILY INCOME for the usual 10, 15 and 20-year periods or to the insured's age 65 is very good as far as it goes. But does it go far enough?

We think not. That's why we offer \$10, \$15 and \$20 family income for 10 to 50 years—to any selected age of the beneficiary. Furthermore, we'll add it to any annual premium policy of level amount that will not expire during the income period, we'll apply it to part of a policy, or we'll add it to existing policies.

Teamed with Income Protection riders (family income without a chassis policy) Occidental's Family Income riders permit you to tailor graduated payments that exactly fit the buyer's needs.

This, we think, is family income at its best.



HOMB OFFICE • Los Angeles  
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"

ask the man who has... IT!

20-20 CASH REFUND PLAN

United OF OMAHA

OVER A BILLION OF  
LIFE INSURANCE IN FORCE

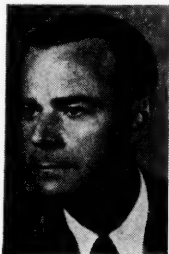
UNITED BENEFIT LIFE INSURANCE COMPANY  
OMAHA, NEBRASKA



## MASS. MUTUAL MEETING:

## Buyers Seen Asking More Professional Service from Agents

Buyers of life insurance more and more are expecting their agents to be professional people and future requirements for leadership in the field will probably require the professional approach, handling and attitude as well as professional training. This was the theme of the Leaders Club of Massachusetts Mutual Life as set forth by Charles A. Schaaff, company vice-president, at its meeting at Banff, Canada.



Charles Schaaff

The largest number of company sales representatives, 515, in the history of the club qualified to attend the meetings.

With this trend, Mr. Schaaff said, the professional insurance salesman should plan his progress just as a doctor or other professional man must.

Mr. Schaaff outlined such a plan designed to stimulate sales and financial success based on certain tangible goals within the reach of all good life insurance salesmen. When they have been attained, he said, the agent will have real financial security because he is sure of himself, will have the know-how, an established clientele, a good renewal account and confidence.

Such a plan might be to set an application a week as an objective, and decide to make the company spotlight (\$20,000 monthly production) every month, guaranteeing \$250,000 sales annually. Then decide to win the national quality award, complete the Life Underwriter Training Council courses, get into program selling, make the Leaders Club and 100 top leaders, work for a CLU designation and membership in the Million Dollar Round Table.

To do this, Mr. Schaaff suggested the agent obtain 1,000 dates of birth, put them on cards with all the other information obtainable about each, so he would never be out of prospects. The agent should try to get 200 real clients, persons tied to him through an audit service, for example. The average man between 35 and 50 buys once every four years at least an average of \$10,000, so those 200 clients should yield \$500,000 a year.

He should also plan to bring at least one new man into the business and help him become successful to prove his own beliefs and convictions about the job. He should join his life underwriters association and give it his full and active support, take refresher courses, attend clinics and conferences and subscribe to professional journals. He should plan his part in community activities, take part in civic enterprises and in his church.

One of the highlights of the conference was the naming of a court of honor made up of 1953 field leaders. Kenneth W. Perry, director of agencies, conducted the court recognizing outstanding production achievements by company representatives. Five men were named in each category.

Henry W. Hays of Rochester led all

full-time representatives in both production and first year commissions. Other leaders in first, second and third years were Francis M. Sharkey of Washington, Stanley Newhouse of New York City, and Joseph Edelstein of Hempstead, N. Y., respectively.

Charles G. Keehner of San Francisco topped the list of consecutive weekly producers and consecutive spot-lighters. Francis W. Ryan of Detroit led full time representatives with perfect net production records; Holden F.

Hills and Forbes S. Tuttle, of Syracuse, tied for group production.

Mr. Hays also was designated as man of the year among company representatives and Mr. Keehner received a special award as the holder of the company record of consecutive weekly production. Mr. Keehner, who is 76, has been among the company's 100 top leaders in production for 24 consecutive years.

Mr. Hays established a new all-time sales record with production of more than \$4.1 million and set a monthly

record in November with more than \$1.5 million.

Wrayburn M. Benton, 2nd vice-president, who will retire in 1956, was honored by the group.

Championship plaques in the company's annual quota-buster contest were awarded Roderick Pirnie of Providence; Ronald R. Reader of Lawrence, Mass., and John R. Rinkle of Sioux City, Ia.

Service plaques were presented 28 members of the field force by Chester O. Fischer, vice-president.

# Yours for Casualty...



**DON'T GO BERSERK** because you're shackled by old-fashioned methods and slow service. If your organization sometimes seems dead on its feet, why not investigate the opportunities with a company outstanding for its modern operating methods and competitive portfolio? Shoot for greater success in Life—and Casualty, too.

ROY A. FOAN, Vice President and Director of Agencies



## UNION CASUALTY AND LIFE INSURANCE COMPANY

17 East Prospect Avenue, Mount Vernon, New York


## Shot Provides Sales Talk

"Anything can happen at any time, and you ought to be prepared for it," Howard C. Martin, agent at San Francisco for New York Life, had just finished saying to prospect Paul B. McCracken, Berkeley, when a bullet flew

into Mr. McCracken's apartment, and hit the wall.


McCracken hurriedly signed for a \$10,000 life insurance policy and added \$1,000 more on Mrs. McCracken.

This was no attempt on Mr. McCracken's life, by the way. The shot was fired by a despondent neighbor.



**SALES PROMOTION LETTERS**

the Company's highly successful direct mail plan, keep on helping its Career Life Underwriters get the job done. "Gift" letters mailed out during the past twelve months secured highly informative reply card returns of 12.61%. Pre-approach letters, based on specific-need follow-up calls, and the backbone of the system, were outstandingly successful in opening doors to sales.



**EQUITABLE LIFE INSURANCE**

FOUNDED IN 1867  
IN DES MOINES

**COMPANY OF IOWA**

## Growth through service

Monumental continues to be one of the top combination companies. Our Agents have been largely responsible for this success through their personal services to our policyholders. Throughout the years our policyholders have been served faithfully and well.

**MONUMENTAL LIFE  
INSURANCE COMPANY**

CHARTERED 1858

Home Office • Charles & Chase Sts. • Baltimore



## Bromley, Nussbaum Head Mass. Mutual's Agents Associations

John E. Bromley of Battle Creek was named president of Massachusetts Mutual General Agents Assn. at the Leaders Club meeting at Banff, Canada. Other officers are Clarence E. Pejeau of Cleveland, vice-president; Kenney E. Williamson of Peoria, secretary-treasurer.

Officers of the agents' association are A. Jack Nussbaum of Milwaukee, president; Richard J. Katz of Rochester and Barry B. Stephens of Los Angeles, vice-presidents; Charles S. Motz of Atlanta, secretary; Ewing Carruthers of Memphis, Charles Clementson, Jr., of Jacksonville, Theo M. Green of Oklahoma City, John E. Mann of Albany, Maurice T. Paine of Chicago, Robert M. Saville of Newark and John P. Veith of St. Louis, executive committee.

Charles H. Schaaff, company vice-president, spoke on the record of the field sales operations and explained that ordinary production had increased from \$119 million in 1942 to \$382 million in 1953. The first five months of this year were 16.5% ahead of the comparable figure a year ago and totaled \$190 million. January production established a new record high with \$43,643,000.

Clarence A. Grimmett, Jr., of Rochester, N. Y., received the president's trophy on behalf of his agency for outstanding performance in all phases of agency management during 1953. Leland J. Kalmbach, company president, presented the award. Other agencies among the top five were Lawrence Simon, New York City; Harry C. Copeland, Jr., Syracuse; John W. Yates and Robert L. Woods of Los Angeles; and H. Nolan Sims of Mattoon, Ill.

John F. Curtis of Los Angeles was awarded the annual American College scholarship for displaying the greatest value to the CLU movement, to his company and his agency. By winning, he is entitled to attend the CLU institute at University of Connecticut.

Also on the agenda of the agents meeting were seminars on phases of agency operations. Moderators were John W. Boynton of Baltimore, Chester R. Jones of Washington, Ronald R. Reader of Lawrence, Winfred A. Kloter of Hartford, Robert L. Woods of Los Angeles, Harper H. Bass of San Antonio.

Mr. Schaaff was in charge of a session on general agent estate planning and Mr. Pejeau moderated a panel on agency opportunities which included Eugene W. Hassfeld of Toledo, Earl C. Jordan of Chicago, Donald C. Keane of New York, Mr. Sims, Jewel W. Tyson of Richmond and Mr. Williamson.

The sessions were conducted by J. F. Van Stralen of San Francisco and Mr. Bromley, president and vice-president, respectively, of the association. Principal addresses were given by Mr. Kalmbach, Mr. Schaaff and George W. Steinbach, director of group sales.


## Health Insurance Study

A Look at Modern Health Insurance has been published by U. S. Chamber of Commerce as "a forward-looking approach to the problem of meeting costs of health care." The book discusses coverages, benefits, costs, medical services, hospitalization, prepayment plans, employers and health

plans, employee plans, government health activities, and statistics. It can be obtained from the insurance department of the chamber at Washington 6, D. C., at \$1.50 a copy.

## Calhoun Life Open House

Calhoun Life of Columbia, S. C., which was chartered in January of this year, held an open house at its new home office building with President Robert H. Lovvorn and other officers as hosts. The company writes only in South Carolina.



**QUALITY**

**C**ONGRATULATIONS to winners of The 1954 National Quality Award—worthy of the best efforts of every career underwriter! We are happy to present those from West Coast Life with the number of years each has qualified. At the top is Robert Woo, winner of this distinction for ten successive years, a signal achievement.

ROBERT WOO, San Francisco . . . 10
DON SEEDS, C. L. U., Phoenix . . . 7
CHET MORRELL, Eureka . . . 7
MERLE VOTE, Stockton . . . 6
HAROLD McKELVEY, Spokane . . . 6
CECIL FULLER, Tacoma . . . 5
GILBERT YEE, San Francisco . . . 5
BILL WILCOX, Yreka . . . 4
TOM LIU, Oakland . . . 4
JOHN LETSINGER, Redding . . . 4
VIC ANDREATTA, Dunsmuir . . . 4
BOB FIRMAN, Tacoma . . . 3
RAY GARIBALDI, Plymouth . . . 3
JAMES LEE, Portland . . . 2
JOHN LAMANNA, Richmond . . . 2
RAY SELESIA, Angels Camp . . . 1
W. MATSUMOTO, Sacramento . . . 1
LAWRENCE LAIGO, Stockton . . . 1
RAYMOND IRBY, Seattle . . . 1
EDWIN DORY, Quincy . . . 1
PETER BALDO, Auburn . . . 1

There is satisfaction in the knowledge that the entire life insurance careers of all but 2 have been with this Company. Careers and a Company devoted to QUALITY service!

**WEST COAST  
INSURANCE LIFE COMPANY**

HOME OFFICE • SAN FRANCISCO

HARRY J. STEWART • PRESIDENT

The I respects in a M according Judge V for Mas

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## Korea Conflict Was War, Federal Court in Mass. Decides

The Korean conflict was "war" as respects the double indemnity clause in a Metropolitan life insurance policy, according to a decision of Federal Judge Wyzanski of the district court for Massachusetts.

One of the policies excluded death of the insured while in the military force of a "country at war" and the other excluded death "as a result of an act of war." The first policy also suspended the double indemnity provision "during any period while the insured is in the military, naval or air forces of any country at war." The insured was Anthony H. Gagliormella, a marine corps private who was killed in action in Korea in October, 1952.

This decision brings the score to 10 decisions for the companies to one against. A list of cases decided and pending will be found at the end of this article.

The only decision that has thus far gone against the companies is that of Beley and Harding against Pennsylvania Mutual Life of Philadelphia. Judge Wyzanski considered that there was a distinction between that case and the one in Massachusetts but held in any event that the Massachusetts court would not accept the Pennsylvania supreme court holding as a governing precedent.

Judge Wyzanski also rejected the beneficiaries' argument that the word "war" was ambiguous and that it should be technically construed according to the U. S. constitution and against the insurer. The court stated, "These arguments do not seem persuasive. The so-called ambiguity is the creation of lawyers, not laymen."

Judge Wyzanski pointed out that the insurance policies on Pvt. Gagliormella were made as a result of applications in Massachusetts and insured a Massachusetts citizen and the parties to the suit agreed that the Massachusetts state court would hold that such a contract is governed by Massachusetts state law. Hence, the federal court must follow the local state rules of conflicts of law. The judge pointed out that the Massachusetts courts have not squarely addressed themselves to the issue whether the Korean hostilities constituted a "war" within the meaning of the insurance policies.

Judge Wyzanski mentioned *Stankus vs. New York Life*, 312 Mass. 366, 368, a 1942 decision which held that exclusionary clauses such as the one involved in the Gagliormella case precluded double recovery by beneficiaries of an American sailor killed at sea in October, 1941, by a German torpedo when Germany was at war with the United Kingdom but not with the United States. The judge in that case said that as used in insurance policies "the term 'war'...refers to no particular type or kind of war, but applies in general to every situation that ordinary people would commonly regard as war."

Clarifying the question by putting the shoe on the other foot, Judge Wyzanski asked, "If the insurance company had agreed to pay double indemnity in case of death by violence in war, would anyone doubt that a military casualty in October, 1952, fell within the clause? And the situation is no different where the insurance com-

pany limits indemnity in case of death by violence in war.

"The obvious object of such a reference to war, which any reasonable person would understand, is to treat as exceptional those risks attributable to organized hostilities—not merely those attributable to votes of the Senate and House. Insurer and insured are concerned with bullets, not ballots. And they regard the risks of battles, as different from the risks of brawls. Where the fray has become a far-ranging set of battles it is what they would, and therefore an interpreting court should, regard as a war."

The plaintiffs relied on a double argument: First, that the word "war" is ambiguous and because of that the court should hold against the insurance company, as author of the policy, the construction least favorable to it. Second, that unless courts take as their standards the existence or absence of a formal declaration of Congress, judges will have no way of knowing when hostilities have reached such size, severity, and substance as to warrant a court in concluding that there is a "war."

However, Judge Wyzanski said that

"no unsophisticated mind would question whether there was a war in Korea in 1952. None would doubt that the risks were of the type characteristic of a belligerent status. None would doubt that the purpose of the exculpatory clause, whatever it was, applied to this large-scale, organized military expedition."

Judge Wyzanski also dismissed the alleged difficulty that a court would have in determining whether a war existed in the absence of a declaration by Congress saying, "Surely, it is not more difficult for a court to determine whether the United States is *de facto* at war than to determine whether a country without a constitution or a formal method of declaring itself is at war."

Saying that the conclusion was inevitable that the insured, under the one policy was killed while in the forces of the United States during a period when the country was a "country at war," Judge Wyzanski pointed out that under the second policy it would not even be necessary to find that the United States was at war, since it is even clearer that the insured's death occurred "as a result

of an act of war," and in that case it would be quite enough to find that either North Korea or South Korea was at war "and those two powers were surely in a belligerent status."

Following is a list of decisions for and against the companies on the status of Korean hostilities as "war":

In these cases the Korean conflict was held to be war:

1. *Langlas vs. Iowa Life*, 63 N.W.2d 885 (Iowa Sup. Ct. - 4/7/54). This was a suit for double indemnity.
2. *Western Reserve Life vs. Meadows*, 261 S.W. 2d 554 (Texas), cert. denied U.S. Sup. Ct. - 3/15/54. This was also a suit for double indemnity.
3. *Sobierej vs. Prudential*, (Ohio Ct. of Com Pleas for Cuyahoga Co.) This suit was for double indemnity and decided 5/27/54.
4. *Gagliormella vs. Metropolitan Life*, (U.S. Dist. Ct., Mass.)
5. *Lynch vs. National Life & Accident*, (Mo. Cir. Ct. for St. Louis - 4/26/54). Suit was for a benefit covering loss of a leg. This was an appeal and trial *de novo* from magistrate court and may be further appealed.
6. *Podos vs. Equitable Society*, (U.S.

(CONTINUED ON PAGE 14)

# NOW—

## An Even Lower Cost, More Flexible Mortgage Redemption Plan

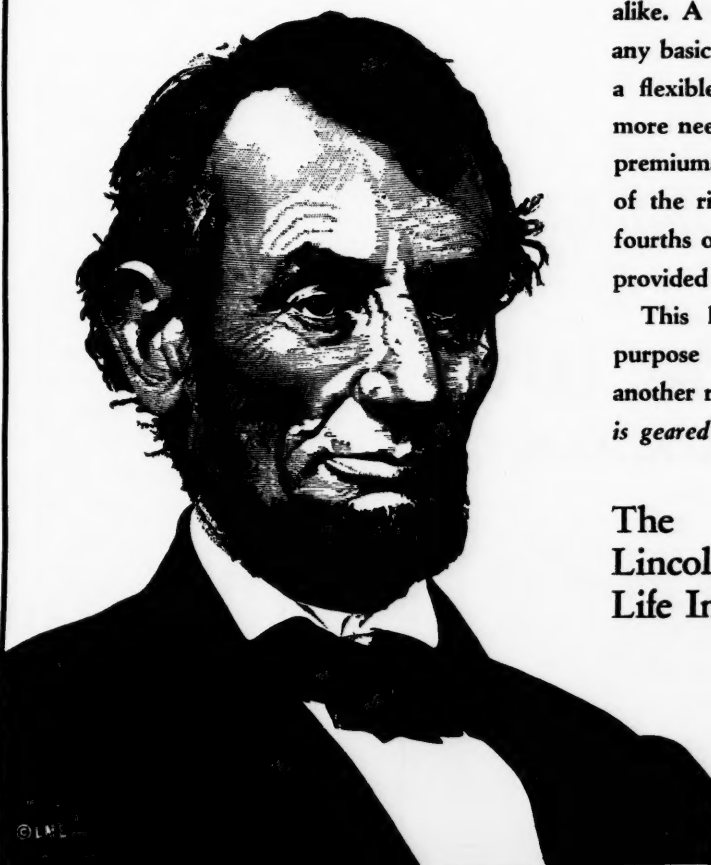
LNL's new Mortgage Redemption Plan offers many advantages to clients and agents alike. A rider that can be added to almost any basic contract, this new mortgage plan is a flexible package which can cover two or more needs. Its low cost is the result of level premiums which are payable for only 80% of the rider's protection period. And three-fourths of the plan's initial protection can be provided by the low-cost rider.

This highly flexible, low cost, multiple purpose Mortgage Redemption package is another reason for our proud claim that LNL is geared to help its field men.

The  
Lincoln National  
Life Insurance Company

Fort Wayne, Indiana

*Its Name Indicates  
Its Character*



## Aetna Life Winds Up Regionals with Two at White Sulphur

Aetna Life wound up its 1954 regional conferences with the final two of four meetings held at White Sulphur Springs, W. Va., on successive days. The first business session was opened by Donald E. Hanson, director of agencies, who honored eight members of the regionnaires' Old Guard for qualifying for membership in each of the 26 years since the corps was established.

Other speakers included Vice-president Robert B. Coolidge; Ray E. Goewey, general agent at Springfield, Mass.; Edwin S. Ehlers, supervisor at South Bend, Ind.; and these agents: G. W. Manhold, Newark; M. Dan Siler, Grand Rapids; Harold A. Aubry, Toledo, and George Azar, Jr.

Featured were panel discussions on corporate dollar and personal life insurance programs, participants including Clyde Sisson, Columbia, S. C.,

Carleton Chapin, Scranton; H. J. McLaurin, Detroit; Charles Greeley, Des Moines; Max D. Shriver, St. Paul; Bryant Rich, St. Louis; Kenneth Fellin, Williamsport; Charles E. Shepard, Hartford; Maurice Zeiger, Detroit; William G. Adams, Toledo; Malcolm Starke, Grand Rapids; G. Albert Lawton, New Haven; John Adair, Philadelphia; Edward L. Davis, Boston, and Seymour Berman, Chicago.

### Gulf Drive Honors Hamrick

Agents of Gulf Life produced more than \$10 million in 10 days in a surprise sales campaign honoring Agency Vice-president W. J. Hamrick, it was announced at the company's annual managers' conference. The drive, the most successful in Gulf's history, exceeded by 50% any similar one.

Mr. Hamrick declared that insurance in force increased \$31 million in the first six months of this year to a total of \$724,267,259.

### Barrett Opens Own Office

Wendell Barrett, one-time general agent of Provident Mutual in Indianapolis, has established his own office there as a first-line broker for New England Mutual.

## New Chief of NAIC Securities Unit Has Had Wide Experience

NEW YORK—Harry L. Severson, whose appointment as executive secretary of the committee on valuation of securities of National Assn. of Insurance Commissioners was briefly reported in last week's issue, has had extensive experience in the type of activity he will be supervising in his new post. After teaching in various colleges, Mr. Severson was for nine years with the Federal Deposit Insurance Corp. at Washington, where he started in the division of research and statistics. He organized and administered for a number of years the security unit, the function of which was to advise with federal bank examiners on banks' investments and valuation of these investments. For 1½ years he was assistant chief of the division of research and statistics of which the securities unit is a part.

Mr. Severson left in 1946 to go to New York with Bankers Trust Co.'s development department. The following year he went to Dun & Bradstreet's municipal service department. Three years later he returned to Washington in the housing and home financing agency. During the Korean war he was with the office of price stabilization and the defense production administration. For the past year he has been economist of American Pharmaceutical Manufacturers Assn.

While at the FDIC he was loaned to the committee on municipal obligations of the National Assn. of Supervisors of state banks. He was the author of the section on municipal credit analysis in a widely distributed report. He has also

written a number of articles for financial publications.

Mr. Severson is a graduate of University of Minnesota and received his M.A. degree in business administration at University of Chicago. He taught five years at Mississippi State college and one year at St. Thomas college in St. Paul. He was assistant professor of economics at Indiana University and for two years was head of the economics department of the University of Omaha before going to the FDIC.

## AMA President Advocates Standard Fee Schedules

Regional standard fee schedules, which would acquaint the public with "appropriate values for professional services" was suggested to the American Medical Assn. at its San Francisco convention by Dr. Edward J. McCormick of Toledo, O., outgoing president.

Such a plan, said Dr. McCormick, would benefit the public, policyholders and underwriters, permitting the companies to set up definite schedules of benefits and establish the degree to which the policyholder might have to supplement his insurance. "The time has passed when the medical profession can predicate a fee on the basis of a patient's salary, or whether he is in a private room or ward or lives on the hill or a more modest residential district," the doctor said.

A proposal by the New York State Medical Society to amend the AMA's code of ethics, which would in effect "shut out" doctors under contract on "closed panels", such as the Kaiser Foundation plan in California, started a dispute which enlivened the proceedings. There was considerable discussion on the meaning of "freedom of choice" in selection of doctors by patients.

## "Best Seller" ...

### Because It's Competitive

Colonial Life's New Preferred Ordinary Life Policy

is that type of contract. Issued in minimum

amounts of \$10,000. Annual premium

rates per \$1,000 are as follows:

Age 25 — \$14.58

Age 30 — \$16.97

Age 35 — \$20.16

AN IDEAL CONTRACT FOR THE EXECUTIVE

## THE COLONIAL LIFE INSURANCE COMPANY

of America

Home Office

East Orange, N. J.

...

*Those who look ahead see Colonial*

## LIBERTY LIFE · LIBERTY LIFE · LIBERTY LIFE

## AIDS TO SUCCESS

*At Liberty Life, a rate book and application forms are only the beginning, and never the end, in equipping our agents for their careers.*

It takes more. And the Company supplements the basic tools of selling with the kind of training that gives our representatives a head start toward success.

Fundamental courses, and then advanced training, are part of a coordinated program to help Liberty Life representatives prepare themselves to render a superior type of service. Up-to-date marketing tools are also available. These include specially prepared sales folders and other visual aids for graphic presentations of Liberty Life's flexible "Financial Freedom" plans.

We look at it this way: The success of our representatives is a two-way proposition; they never have to find their way alone.



FOUNDED 1905

## LIBERTY LIFE INSURANCE COMPANY

Home Office  
GREENVILLE, SOUTH CAROLINA

FINANCIAL FREEDOM FOR THE FAMILY



## A&H Bureau's Board OKs Public Relations Plan, Practices Code

NEW YORK—The Bureau of A&H Underwriters' governing committee has voted to approve in principle and generally to endorse a broad public relations program and code of practices, subject to ratification by the membership at the annual meeting in September.

Emphasis is on performance rather than publicity. The bureau calls the project "a planned program of policies and conduct that will build public confidence and increase public understanding." The program is said to be "declaratory of the good reputation of the member companies" and by no means to be looked upon as a publicity campaign "or a whitewash of any unconscionable practices which may exist within the business."

Besides spreading the gospel of private A&H insurance protection the program will constantly seek, by detailed study, to bring about still further improvement in A&H coverages, policies, and practices.

A key part of the program, the code of practices, serves to establish the companies' philosophy as working for the best interests of the public and to provide sound protection against loss of income and cost of treatment. The code would become a condition of membership in the organization.

Stressing the insured's needs as the guiding rule, the code recognizes that A&H fills a necessary, important, and increasing economic need. It calls for the careful weighing of policy coverages, practices, and the selection and training of agents on the basis of the insurance need for "a product of inherent and potential real value."

The code further stipulates as a condition of membership the avoidance of sales methods, advertising, or other practices tending to degrade the A&H business or creating false impressions as to policy coverage or services. It specifically enjoins companies against putting undue emphasis on increased production of new business without regard for its permanency, against offering policies that are not expressed in as clear and direct terms as possible, or which contain unreasonable exclusions or limitations to the coverage, against failing to adequately underwrite the business, against failing to pay all just claims fairly and promptly, and against failing to accept the general concept that the right of the company to discontinue or refuse to renew the coverage shall not be abused.

The entire subject of a public relations program and a code of practices has been actively under consideration by the bureau since May 15, 1953, when a special committee was appointed to discuss the formation of such a program. On Nov. 24 the committee recommended an outline for a public relations program for A&H insurance and made specific recommendations respecting the code of practices outlined in the program. Thereafter the proposed code was reviewed with respect to its enforcement and to be certain there were no infractions of the anti-trust laws inherent in the program.

On Feb. 5 the program was sent to

member companies for their preliminary review and comment. Assuming ratification by the bureau members in September, it is anticipated that others in the A&H business will be invited to participate in the program, subject to adherence to the code of practices.

### Says Poll on NALU Home Should Ignore Votes in Rival Cities' Orbits

Contending that the question of the future location of the National Assn. of Life Underwriters headquarters should be freed from possible bias on the part of local associations that would be influenced by sectional pride, William G. Preston of the Montana Life Underwriters Assn. suggests that "this question can be more fairly resolved by putting it to a vote of the members of the associations which are not directly involved."

Mr. Preston, who is manager of Northwestern National Life at Great Falls, was chairman of the committee appointed to make recommendations to the Montana association with respect to the selection of national headquarters. In writing to THE NATIONAL UNDERWRITER on the editorial in the June 18 issue, "Avoid Compromise on NALU's Home," he said, in part:

"It is easy to understand the natural civic pride and enthusiasm which inspires much of the action of the Chicago and New York associations. We could even give you some arguments as to why Great Falls, Mont., would be a wonderful place in which to locate the national headquarters. However, I certainly would not propose that we enter the race at this time but would defer to the good judgment of the committee selected to do this job for us."

Suggesting that the question be resolved by a vote of member associations not directly involved, Mr. Preston's letter continues:

"We doubt that the members of either New York, Chicago, or Washington are capable of making any unbiased decision which would be without prejudice or natural civic pride. Therefore, we feel that the indication of the Washington sentiment is not the result of a compromise between New York and Chicago but rather a very real feeling on the part of those of us who are away from the actual scene of battle that, everything considered, the committee selected for this purpose is in a far better position to make proper recommendations than are any of the rest of us who either do not know just what is going on or who cannot view the whole matter without bias."

"We certainly hope that this question can be resolved at the coming national convention so that there will be no bitterness or recriminations."

"I pass this feeling on to you as an expression of one individual member of the association and in no official capacity whatever. However, I feel quite confident that I fairly reflect the feeling of our state association in this respect and that this is a feeling that you will find very generally throughout most of the country where personal pride and prejudice have not entered the picture."

"We think you are doing a splendid service in presenting all sides of this subject so completely."

### 2 Companies Join A&H Bureau

Metropolitan Life and Industrial Life of Quebec have been elected members of Bureau of A&H Underwriters. Metropolitan was a member of the bureau from 1921 to 1944. The new additions bring bureau membership to 91 companies. These companies have an A&H premium volume of \$1,113,249,000, approximately half of the entire volume of A&H insurance.

## aces and agents

Every company has its aces...its crackerjacks... its star producers. And similarly, every company has its agents... the men who are regular, consistent producers with few peaks or valleys...and no slumps. They are the men who offset the peaks and valleys of the aces. We have our share of both... bless 'em... because both are important to the steady growth of a company.

Today, it is important to have a good number of aces and agents in the field...and we're happy to say we have succeeded. Over the past few years, the Capitol Life has developed a field force made up of consistent, high quality producers...aces and agents alike. To do this, we have had to set high standards for new men as well as the present field force. If you can meet these company standards, we can help assure your success in the business. Because, when you join the Capitol Life, you will enjoy better than average first year commissions, liberal bonuses, effective sales training, and an attractive company pension plan. You will also enjoy the use of proven sales aids in selling competitive and exclusive contracts. This combined with an intimate, helpful relationship with the Home Office, will return the success you have a right to expect. Just ask any Capitol Life representative.

Agency and field underwriting opportunities available to men residing in the 15 Western States



**Capitol Life**  
INSURANCE COMPANY  
DENVER, COLORADO

WRITE: Thomas F. Daly II, Vice President and Director of Agencies.

COMPLETE PROTECTION

Agency Franchises Available

ACCIDENT & HEALTH  
HOSPITALIZATION  
FACIAL LIFE POLICIES

**JEFFERSON NATIONAL**  
Insurance Company

INDIANAPOLIS, INDIANA

## EDITORIAL COMMENT

### Yellow Journalism and The N. Y. Laws

The evils brought to light by the Armstrong investigation of almost half a century ago have so long been assumed by those in the business to have been real bad, 100%, no-fooling evils that it comes as a sort of shock to find a novelist treating them as having been quite largely pumped up by sensation-mongering newspapers seeking something new with which to astound the peasantry.

Unquestionably there was more than a modicum of monkey-business going on among some companies. Yet the viewpoint expressed by Author James Playsted in *The Beckoning Hill* makes one wonder how the course of life insurance history might have differed if the Armstrong investigation had occurred at a time when it did not mesh in so neatly with the newly developed disease of yellow journalism.

Author Playsted, who is an advertising man as well as a fiction writer, indicates that the Armstrong furor was in large measure whooped up by the yellow press and Charles Evans Hughes, who is pictured as a "relentless" and "ruthless" man with "dawning political ambition."

Hero of *The Beckoning Hill* is the editor of an insurance newspaper and also a publicity writer for a life company, who declares that the investigation was shouted for by "a few who'd risk anything in the battle for circulation and journalistic power, and they'd about worn out the beef trust, the sugar trust, the whisky ring, and New York Central, and their other favorite targets."

Chivvied by the *New York World*, "the state legislature at Albany was

being forced, however reluctantly, and in the face of pressure against it by all the insurance interests, to take official cognizance."

Of the investigation itself, the author says: "From the beginning it had been a holocaust, and the merciless destruction was still raging. The disclosures had been sickening and marvelously entertaining. The yellow press was hugging itself in an ecstasy of moral indignation—and skyrocketing circulation. There was no war. It was not an election year. The Armstrong investigation was a front-page gift, good, week after week, for banner heads and boxed editorials on civic virtue and the abuse of public trust... The insurance companies had wasted policyholders' money. That was irrefutable now... The presumption was that every witness was guilty. All that remained was to determine the extent of his guilt."

When he takes the stand as a witness, the editor has this to say: "I have tried to defend a socially useful institution against attempts to destroy it, and men of integrity against unfair insinuations, malicious slander by the sensational press, mis-interpretation of actions taken in good faith, and public condemnation by the inept and uninformed."

Perhaps the life insurance business has the yellow press to thank for much of the harshness that still persists in the so-called Armstrong laws that were enacted after the committee's disclosures. Who can say to what extent these laws were a reaction to the public hysteria rather than being a necessary preventive to the repetition of such evils as were disclosed?

### Council Should Have a Free Hand

With the issuance of the booklet distributed by the New York City Assn. of Life Underwriters and New York State Assn. of Life Underwriters to the various local and state associations, the evidence in behalf of all the proposed areas for location of National Assn. of Life Underwriters headquarters seems to be in the hands of the jury.

The written presentations that have been made on behalf of the four principal contenders are carefully thought out and undoubtedly represent the best efforts that the respective proponents could assemble.

However, in spite of the great

amount of evidence submitted to the local and state associations—or perhaps because of it—there is danger that some of the votes that have been cast in NALU's preference poll were not particularly well considered. For example, one sizable association that went to a great deal of trouble to have the evidence studied and analyzed voted for Washington almost entirely on the strength of its belief that the NALU committee on location had voted unanimously in favor of Washington. Actually, the NALU location committee expressed no preference at all as between New York, Chicago, and Washington when it made its report at

the April, 1953, NALU mid-year meeting, while at New Orleans last March the committee expressed a preference for Washington, but only by the smallest possible margin over New York.

Using the preferential balloting system—three points for first choice, two points for second choice, and one point for third choice, the committee's five members came up with the following vote: Washington 13, New York City 12, Chicago five. In other words, the committee was as nearly evenly divided as it would be possible for a five-man group to be.

Incidents like this indicate why the national council members should go to Boston in September without having their hands tied too tightly by the expressed preferences of the local associations they represent. It could well be that as a result of discussion and debate in the national council the location question will be viewed in a different light from the way it currently appears. There could be quite a lot of shifting around.

It seems apparent that the national council holds the key to where NALU's permanent home will be located. True,

the board of trustees has the final say and technically is fully empowered to ignore the council's recommendations. Nevertheless, the trustees have shown themselves more than willing to lend an ear to the council's preferences. It seems unlikely that the board would go against any kind of definitely expressed preference of the council.

It would indeed be a pity if the board of trustees, in making the final choice on NALU's new home, were to feel constrained to follow a national council mandate based upon votes dictated by back-home choices predicated upon inadequate or inaccurate study of the merits of each of the locations in question. One possible remedy for such a situation might be for the trustees to ask the national council's members how they would vote if they were acting as free representatives of their respective associations and were not obligated to follow the preference poll ballots sent in earlier. But by far the best method would be for local associations to leave their delegates free to act as seems best rather than being irrevocably bound to a predetermined choice.

## PERSONAL SIDE OF THE BUSINESS

Shown here is **Jack White**, manager of Prudential at Los Angeles, who is being backed by both Los Angeles and California Assns. of Life Underwriters for trustee of NALU.

Mr. White, whose candidacy originally was reported in the June 25 issue, began association activity when he entered life insurance at Los Angeles in 1931. He has served in numerous association activities there, advancing to president in 1952-1953. He is a past LUTC instructor, a past president of Los Angeles CLU chapter and has served as a director of Life Managers Assn. of Los Angeles. Present at many NALU mid-year and annual conventions over the past ten years, Mr. White last year was chairman of the western area for its membership committee.

After three years as a Prudential agent, Mr. White was promoted to assistant manager and in 1940 to manager of his own agency. He received his CLU in 1935 and his agency management certificate in 1942. He is a graduate of LIAMA management schools in 1936 and in 1948. His agency in 1951 and 1952 was awarded the Prudential vice-president's trophy and the presi-

dent's citation for placing third among all agencies in new paid business and annual ordinary net increase. He is a graduate of the University of California at Los Angeles and a veteran of the last war.



Jack White

**Solomon Huber**, a general agent at New York City for Mutual Benefit Life, and Mrs. Huber left July 6 on a flight to London, where Mr. Huber will meet with Sir Brian Mountain, insurance leader, on printing methods and costs to determine if it would be feasible to have Huber publications printed abroad and shipped to this country. Following a four-week stay in the British Isles, the Hubers will stay a week in France.

**M. Dickstein**, president of New Jersey Life Associates, Newark, and state agent of Crown Life, won the president's cup with a total of \$14 million in paid business. New Jersey Life Associates accounted for \$6 million and Mr. Dickstein's two Canadian agencies accounted for \$8 million. Home office executives will join the Newark agency force in celebrating the achievement Sept. 15.

**Vincent B. Coffin** has been elected vice-president of Wesleyan University's board of trustees and **Frank H. Wenner**, has been elected by the alumni association, of which he is also a past chairman, a member of Wesleyan's

#### THE NATIONAL UNDERWRITER

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board of trustees. Both are with Connecticut Mutual, Mr. Coffin being senior vice-president and Mr. Wenner general agent in Utica. Mr. Coffin served as chairman of the Wesleyan Alumni Assn. in 1943 and was an alumni representative on the board from 1944 to 1949. For the last year he has been a member of the faculty and curriculum committee of the board and is on the executive committee of the Wesleyan development fund.

Along with the story in the June 11 issue reporting the candidacy of Walter



Walter R. Hoefflin

R. Hoefflin for NALU trustee there mistakenly appeared a picture of his son, W. R. Hoefflin, Jr. Mr. Hoefflin has been endorsed for the NALU post by both Washington and Oregon Assns. of Life Underwriters as well as several local associations of agents, managers and CLUs.

Starting in the business in 1905 as an agent for Connecticut Mutual at Minneapolis, Mr. Hoefflin later served as Los Angeles general agent from 1914 to 1921. He then went with Pacific Mutual Life as assistant manager in Los Angeles, serving until 1930 when he was promoted to supervisor of agencies at the home office. He returned to the field in 1944 as Pacific Mutual Life general agent in Seattle, serving until 1953 when he returned to personal production. He now holds the title general agent emeritus.

A member of NALU since 1914, Mr. Hoefflin has served in several official positions both at the local and national level. He also is a past president of Seattle Life Managers Assn. and Seattle A & H Assn.

Willis J. Milner, Jr., vice-president of Life of Virginia, was one of the lecturers in the University of Virginia's current graduate laboratory course in family financial security education.

Miss Georgiana T. McConnell, cashier of Provident Life & Accident at Nashville, took part in the all woman transcontinental air race from Long Beach, Cal., to Knoxville, Tenn.

George E. Hopkins, new group regional manager for Massachusetts Mutual in the eastern regional comprising the middle Atlantic states, joined the company at Springfield as district group manager, and in 1952 was named assistant director of group sales. He will have his headquarters at New York City. He is a veteran.



George E. Hopkins

J. McCall Hughes, vice-president and controller of Mutual of New York, has been elected president of Controllershship Foundation, Inc., the research arm of Controllers Institute of America. The appointment is effective Sept. 1. Mr. Hughes has been a trustee of the foundation since 1952 and during the past year served as vice-president and chairman of the research executive committee. He is also a national director of the institute and has been chairman of its national admissions committee.

Paul H. Conway, general agent for John Hancock at Syracuse, has received

an honorary degree in civil engineering from Rensselaer Polytechnic Institute "in recognition of his application of engineering training to complex phases of business and to civic services of a high order." He was a member of the 1916 class at Rensselaer.

H. Bruce Palmer, president of Mutual Benefit Life, has been appointed a member of the general management planning council of American Management Assn. The council plans the association's conferences, seminars and other activities.

## DEATHS

**FERDINAND A. BARTLETT**, 68, Milwaukee, a retired agent for Northwestern Mutual Life and a leading producer for the former Stamm general agency, died of a heart ailment at Fish Creek, Wis., where he was living at his summer place. He retired about three years ago after selling insurance since 1925. He was the father of Tommy Bartlett, widely known radio and TV star.

**LUTHER E. HANCOCK**, a former district superintendent in western Kentucky for Prudential, who retired in 1937 after 27 years with the company, died at his home in St. Petersburg, Fla.

**MAJ. PHILLIP L. VENABLE**, 32, Northwestern Mutual Life, Beloit, Wis., was killed in the crash of his navy Cougar jet fighter plane near the Glenview naval air station northwest of Chicago. He had started a two-week training course at Glenview a few days earlier.

**ROBERT R. DENNY**, 75, for many years manager of Travelers at Los Angeles before his retirement, died at his home in San Gabriel, Cal. Mr. Denny was one of the pioneer life general agents in Los Angeles, first having been with Missouri State Life. He was a former president of Los Angeles Life Underwriters Assn.

**MARIE TRENTMAN**, wife of W. H. Trentman, executive vice-president of Occidental Life of North Carolina, died from injuries sustained in an automobile accident near Statesville, N. C.

**WILLARD E. KING**, 77, secretary-treasurer and superintendent of agencies of the old Agricultural Life when it had home offices at Bay City, Mich., died in Detroit. He was with Agricultural from 1904 to 1928.

**HAZEL S. PUTNEY**, wife of President W. W. Putney of Midwest Life of Nebraska and daughter of the late N. Z. Snell, founder of the company, died in Lincoln, Neb., at age 64.

**WILLIAM F. LANGLEY**, 72, who was Chattanooga agent of Equitable Society for 30 years before his retirement, died there.

**A. WESLEY STEER**, 48, general agent for New England Mutual at Parkersburg, W. Va., died at his home there.

### Daniels to Republic Nat'l

Jack F. Daniels has been named to the home office underwriting staff of Republic National Life.

Mr. Daniels formerly was chief underwriter for Equitable Reserve, Neenah, Wis., fraternal. He entered insurance with Prudential in 1940, going with Equitable Reserve in 1947. He served in the last war.



**MEMBERS OF THE Million Dollar Round Table profile panel, who participated in the Coronado, Cal., meeting, are, from left, O. Alfred Granum, Northwestern Mutual, Amery, Wis.; C. H. Killen, New York Life, San Antonio; Richard W. Campbell, Fidelity Mutual, Altoona, Pa.; Harold G. Horn, Business Men's Assurance, Portland, Ore., and William T. Earls, Mutual Benefit Life, Cincinnati.**

• **Perry Logan**, formerly brokerage supervisor for Continental Assurance at Los Angeles, has joined the Schloen-Levey agency of Manhattan Life, Beverly Hills, Cal., as manager of the brokerage department.

*We Salute . . .*

**OUR GENERAL AGENT**  
**W. Harold Brokaw**  
South Bend, Indiana



**B**eginning his career as a life underwriter with The Ohio National in 1943, Harold Brokaw lost no time in making the most of his opportunities to forge ahead in the life insurance business. In quick order he was promoted to District Manager and then to Supervisor in our Central Division. Appointed General Agent in South Bend four years ago, he has been doing a fine job in agency building as evidenced by the high ranking of the Brokaw Agency among our 15 leading agencies for the past two years.

**THE OHIO NATIONAL**  
**LIFE INSURANCE CO.**  
Cincinnati



## Rusch to N. Y. Regional Office for Prudential

Clement B. Rusch, Buffalo manager of Prudential, has been named associate director of the upstate New York region at Rochester. He will be associated with Charles J. Tiensch, director of agencies, in supervising 29 districts and 47 branch offices in the region.

Mr. Rusch joined Prudential in 1928 as an agent at Buffalo, later was staff manager at Rochester and Lyons, N. Y., and in 1945 was named to the post he now vacates.

Charles Holmberg has been appointed supervisor at Rochester. He has been in a similar capacity at Milwaukee.

## Minneapolis CLUs Elect

Minneapolis CLU chapter has elected Frank J. Lynch, Connecticut Mutual Life, president; Bradford F. Finch, State Mutual Life, and Francis L. Lund, New England Mutual, vice-presidents; Hal S. McIntyre, treasurer, and Miles W. McNally, Massachusetts Mutual, secretary.

## Walter Head Estate Tops \$500,000

Walter W. Head, founder and former president and chairman of General

American Life, who died in May, left an estate valued at \$522,962, according to an inventory filed in probate court at St. Louis. Nearly half of the assets were represented by life insurance. The bulk of the estate was left in trust for a daughter.

## Provident Mutual Writes New Juvenile Policy

Provident Mutual Life has introduced a new juvenile policy, the Provident estate builder. Issued at ages 0 to 14 on the life full-paid at age 65 plan. The provisions of the policy provide that the basic face amount multiplies itself five times when insured reaches 21.

For New York state, because of statutory regulations, a modified policy has also been prepared which provides for return of premiums in event death occurs before insured is 10. The regular policy is issued at ages 5 to 14 and the return premium policy is issued at ages 0 to 9.

## Atlantic LIAMA Grads to Meet

Atlantic Alumni Assn. of the schools in agency management of LIAMA has scheduled its annual conference for Oct. 21-22 at Rye, N. Y. Theme will be "Are You Keeping Pace"

## American Bankers, Tex.,

## Buys Stock of Eastern, N. C.

All of the stock of Eastern Ins. Co. of Charlotte, N. C., has been acquired by American Bankers of Texas. Eastern was organized in 1952 as an A&H company with paid-in capital and surplus of \$150,000. Premium income in 1953 was \$958,000 and current premium income is on a basis of \$2 million annually. The company operates only in North Carolina.

Eastern was organized by C. C. Bradley and associates. Mr. Bradley before organizing the company was a vice-president of Reserve Life of Texas. He also at one time was with Bankers Life & Casualty.

Mr. Bradley has announced plans for immediate organization of another company in an adjacent state.

## Stewart Succeeds Durham

Ralph A. Stewart, with the Muncie agency of Ohio State Life since 1945, has been promoted to general agent there. He succeeds Norman K. Durham who resigned to devote more time to personal production.

Mr. Stewart, a veteran of the last war, is immediate past president of East-Central Indiana Assn. of Life Underwriters. He has qualified for Ohio State Life's leading producers' clubs every year since joining the company.



Ralph A. Stewart

ance in force past the \$200 million mark. June production was 20% more than the new business produced during any other single month and brought insurance in force to \$201,418,121.

The company traditionally stages a special campaign during June in honor of its president, L. D. Cavanaugh.

## Tennessee Life Appoints Chapin Houston Manager

Richard N. Chapin has been appointed manager at Houston for Tennessee Life of that city.

Formerly manager there for Phoenix Mutual Life, Mr. Chapin had been with that company since 1941, starting as an agent in Kansas City, Kan., and later serving as a home office supervisor in Cleveland, Detroit, Chicago, New York and Seattle. In 1948 he was made manager at Fort Wayne and went to Houston two years later. Currently he is president of Houston General Agents & Managers Assn.

## Manufacturers Raises Limits

Manufacturers Life has raised its retention limit for standard cases up to age 55 from \$150,000 to \$200,000. The company will retain at least \$100,000 on any acceptable risk regardless of rating or age.

## Occidental Promotes R. P. Ploughe

Robert P. Ploughe has been named assistant regional group manager at San Diego for Occidental Life. He joined the company in the home office in 1951, two years later going to Fresno, Cal., in a group post.

## To Aid Heart Drive in Wis.

Wisconsin Assn. of Life Underwriters will act as recruit volunteers for the annual Heart Fund Drive in Wisconsin next February. It plans to extend the campaign to every community with a population of 200 or more.

## June Best for Federal, Ill.

Federal Life's new business in June of more than \$6 million pushed insur-

"the feeling is mutual"



There is a mutual feeling of confidence and respect between American United Life's agency department and its field force. It is the result of a simple matter of attitude.

Agency brass hats are respected by the field, because they are successful life insurance men, right off the firing line. On the other hand, ideas and suggestions from the field are encouraged and acted upon by the agency brass, because they know that no one group has a copyright on ideas. Agency people get out and call on the field—and they listen as well as talk.

This attitude has opened up a two-way street of sound sales ideas, built on a harmonious relationship based on mutual appreciation of abilities and has resulted in new records of quality business for American United Life.

Assets over \$100 millions, insurance in force over \$550 millions



**AMERICAN UNITED LIFE INSURANCE COMPANY**

Home Office, Fall Creek Parkway at Meridian Street  
Indianapolis, Indiana

# Reinsurance

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THE AGENT, and back of him  
THE COMPANY, and behind it  
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NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES



**LEADER IN  
WORLD-WIDE LIFE  
INSURANCE and  
pioneer in employer-  
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protection plans, the  
Sun Life of Canada  
gives unequalled  
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of nearly two million  
policies and Group  
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offices situated in  
strategic key centers  
around the globe.**



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## FRATERNALS

### Royal Neighbors Holds Quadrennial in N. Y.

Mrs. Frances L. Torkelson, Davenport, Ia., supreme oracle, and Miss Margaret Walker, Rock Island, Ill., supreme recorder, were reelected by Royal Neighbors at the quadrennial national convention in Buffalo, N. Y.

Other officers are: Supreme directors, Miss Anna B. Spangler, Denver;



Mrs. F. L. Torkelson



Miss Margaret Walker

Mrs. Nelle A. Sexton, Spencer, Ia.; Mrs. Edna E. Walsh, Kansas City, and Mrs. Anna M. Cooley, Moline, Ill., all reelected, and Mrs. Myrtle I. Gunderson, Lone Rock, Wis., who succeeded Mrs. Jessie L. Mitchell, Brighton, Mich., retired.

Supreme auditors, Mrs. Luella H. Ives, Minneapolis, Minn., reelected, and Mrs. Nora E. Danford, Renton, Wash., and Mrs. Jewell James, Mountain Grove, Mo., new members. Vacancies on the board of auditors were created when Mrs. Gunderson was elected a supreme director and by the retirement of Mrs. Nellie A. Mercier, Perryville, Mo. Mrs. Danford was formerly Washington state supervisor and Mrs. James was formerly a district deputy.

Approximately 300 persons, including delegates, officers, members of committees, state supervisors and employees attended the convention. Attendance at events of general interest ran much larger.

Constructive measures for the advancement of the society in the next four years were adopted. Amendments to the by-laws were also enacted. Highlights included a demonstration of ritualistic work, a banquet and a sight-seeing trip to Niagara Falls.

### Gleaner Holds Agency Rally

Gleaner Life held its annual summer agency conference at Lake Maxinkuckee, Ind. More than 50 representatives attended the three days of business meetings, with Russ Logan, Ohio State Life general agent at Bloomington, Ill., and B. C. Hallum, division manager of Independent Order of Foresters, as principal speakers.

### Klee to Royal League

Raymond A. Klee, for three years an examiner in the Illinois insurance department, has been appointed supreme scribe of Royal League. He succeeds C. J. Del Vecchio who died last month after serving in that office for 22 years. Miss Bessie Kunbanis has been named editor of the Royal League news letter.

### Wisconsin Life Names Nault

Wisconsin Life has appointed Grant J. Nault general agent in north-eastern Wisconsin. He will have headquarters at Appleton.



"Let's face it, Gerald, this Bankerslifeman is not going to be put off!"

## Bankerslifemen Follow-up Prospects

Even though the pictured situation is exaggerated, it does illustrate a serious point—Bankerslifemen do follow-up on their prospects.

From their earliest days in their agency offices, Bankerslifemen are taught to follow-up prospects *and* to render them the type of sincere service which converts them from prospects to clients. They know what they have to offer and how it can be of value to their prospects.

This follow-through with prospects to serve them well as clients is just one of the characteristics which make the typical Bankerslifemen the kind of life underwriter you like to know as a friend, fellow worker or competitor.

**BANKERS *Life* COMPANY**  
DES MOINES, IOWA

## The PACIFIC NATIONAL MAN IS "SET FOR LIFE"... Are You?

... Or are you on the outside, looking in?

Does your company pay your retirement? Is the plan unlimited? At Pacific National the answer is yes!!!

PACIFIC NATIONAL RETIREMENT PLAN  
UNLIMITED  
NON-CONTRIBUTORY

Write Kenneth W. Cring today about choice  
General Agency openings available with...

**PACIFIC NATIONAL LIFE ASSURANCE CO.**  
411 East South Temple • Salt Lake City, Utah  
Ray H. Peterson, Pres. • K. W. Cring, V.P. & Supt. of Agencies

XYZ INSURANCE CO.

## Korean Conflict Was War, Mass. Federal Court Says

(CONTINUED FROM PAGE 7)  
Dist. Ct. for So. Dist. of Cal., Cent. Div. - 3/15/54. "War, declared or undeclared." This suit for double indemnity

may be appealed.

7. Stanbery vs. Aetna Life, 98 A. 2d 134 (N. J. Super. Ct., Law Division - 6/29/53). In this suit for double indemnity no appeal was taken.

8. Weissman vs. Metropolitan Life, 112 F. Supp. 420 (U. S. Dist. Ct., Cal.

- 5/20/53). This was a suit for double indemnity. No appeal was taken.

9. Gray vs. Southern Aid Life, 15 CCH Life Cases 507 (Dist. of Col. Mun. Ct., - 6/5/52). The suit was for face amount. No appeal was taken.

10. Tanner vs. Universal Life (Va. Cir. Ct. for Norfolk Co. - June, 1952). The suit for face amount was given an oral opinion and no appeal was taken.

The following case held that the Korean conflict was not war.

Beley vs. Pennsylvania Mutual Life, Harding vs. same, 373 Pa. 231, 270, 95 A. 2d 202, 221, cert. denied U. S. Sup. Ct. - 10/12/53. The Beley case was for face amount and double indemnity; the latter for double indemnity only.

The cases listed below are awaiting trial or decision.

1. Carius vs. New York Life, (U. S. Dist. Ct. for So. Dist. of Ill., No. Div.). Suit for double indemnity was tried in March, 1954, and is awaiting decision.

2. Smothers vs. National Life & Accident (Kentucky Ct. of Jefferson Co.). For double indemnity.

3. Gudewitz vs. John Hancock, (Bristol Superior Court, Mass.). This suit is for double indemnity and all pleadings have been filed.

4. Barskitus vs. Monumental Life, (Penna. Co. Ct. for Allegheny Co.) The suit is for face amount. "United Nations" war clause. Complaint and answer filed.

5. Everly vs. National Life (N.Y.C. Mun. Ct.). The suit is for double indemnity. The complaint and answer have been filed.

6. Domenico vs. John Hancock, (Sup. Ct., Oneida Co., N. Y.). Suit for double indemnity.

7. Weighshoff vs. John Hancock, (N. J. Dist. Ct. of Mercer Co.). The suit is for double indemnity.

### Schmidt Agency Open House

More than 400 persons attended the open house held at the opening of the new offices of Schmidt agency of New England Mutual Life at 270 Madison avenue, New York City.

## Boston Mutual Life

### Honors Top Producers

More than 100 field leaders of Boston Mutual Life met at Winchendon, Mass., for a three-day convention honoring them for outstanding work. They represented 18 of the company's district offices and included members of the Centurion Honor Club, winners in the president's trophy competition and the entire Boston agency, which led for meritorious performance in 1953.

President Everett H. Lane presented awards. Major awards went to Joseph White, manager of Boston district, and Foster F. Allen, manager of the Salem district. Salem led all agencies on an average per-man basis in the annual spring competition, producing more than \$1 million combined new business. David J. Walsh of Salem was leading agent and also the company's all-star producer in 1953.

### Goldstein Pension Plan Seminar to be Sept. 13-17

Pension Planning Co. of New York will hold its annual advanced seminar on pension and profit-sharing plans and employee benefit programs Sept. 13-17. Chief moderator will be Meyer M. Goldstein, founder and executive director of the company.

The seminar is designed for executives, investment firms and investment counsels, attorneys, accountants, insurance home office personnel, life agents, bank executives and management engineers.

The syllabus will include utilizing the new tax law to maximum advantage, preparing for and carrying on collective bargaining on pensions and social insurance, selecting the best plan, choosing the financing methods, determining the provisions of pension plans, keeping costs at a minimum, amending existing plans, correlating pensions with other plans of executive compensation, administering the plans and educating employees to the company program.

### College Annuity Fund Hits \$10 Million Mark in Assets

Assets of College Retirement Equities Fund passed the \$10 million mark at the end of its second year of operation, President R. McAllister Lloyd has announced. Assets now are \$10,099,758 compared with \$2,870,193 on the fund's first anniversary.

CREF for its second fiscal year ending March 31, shows an increase in member institutions from 334 last year to 432, and an increase in individual members from 11,202 to 15,676.

Net assets rose in this period from \$1,825,874 to \$7,653,267. Dividends earned amounted to \$192,442. After deducting investment expense the average dividend rate credited to participants for the full year was 4.3%. Thirteen individuals have reached retirement age and are receiving annuity payments.

CREF certificate holders will start next fall to vote for separate representation on the fund's board of trustees. In the initial organization the trustees board included trustees elected to the board of Teachers Insurance & Annuity Assn., sponsor of CREF.

### Conn. Mutual Buys Land

Connecticut Mutual has purchased for \$1½ million for investment purposes the property at the southeast corner of Dearborn and Washington streets in Chicago, formerly owned by Richard W. Sears, one of the founders of Sears, Roebuck & Co. The purchase gives Connecticut Mutual ownership of three-quarters of the north half of the block bounded by State, Washington, Dearborn and Madison streets.

## GREAT SOUTHERN Life Insurance Company

Founded 1909

Home Office • Houston, Texas

### ACCLAIMED AND PRAISED BY ITS AGENTS FOR

- a program of continuous training
- a liberal commission schedule
- a complete line of policy contracts
- a non-contributory agents' benefit plan

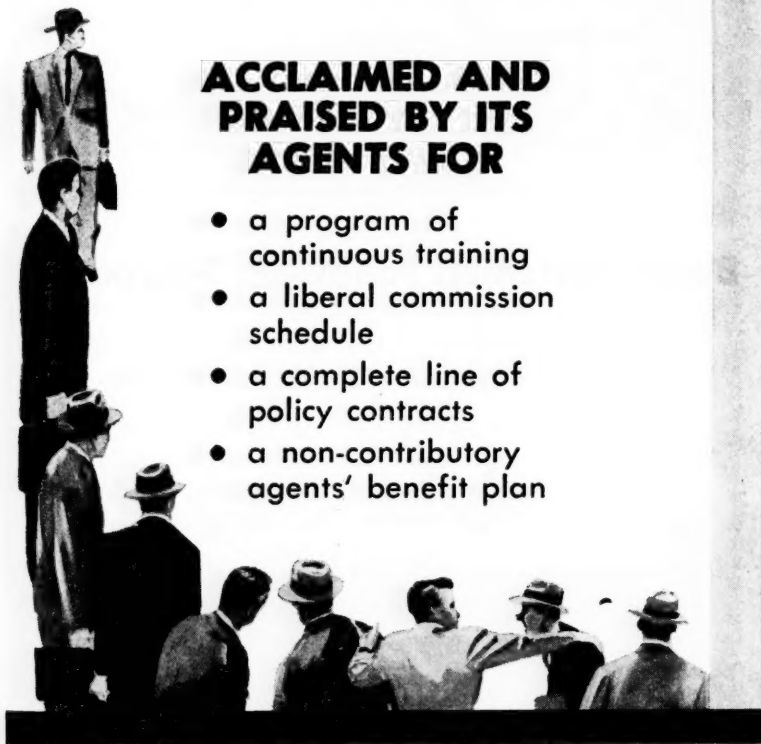


Photo by Belair

EARL PUTNAM  
President

Canada Health & Accident  
Assurance Corporation

## Invitation To Canadians

Canadians who decide to return to their homeland from "across the border" will always receive a warm welcome at Canada Health and Accident; particularly if they are insurance men.

Canada Health and Accident Assurance Corporation is one of the fastest growing companies in the Accident and Health industry.

Our charter was granted by Act of the Canadian Parliament in 1945, our first policy was written in March 1946.

Should any Canadian returning home wish to hitch his wagon to a rising star, he can rise with it by joining Canada Health and Accident.

We'd like to hear from Canadians contemplating return. We can perhaps get together.

Write to

EARL PUTNAM  
President

CANADA HEALTH & ACCIDENT  
Assurance Corporation

Home Office WATERLOO Ontario  
Canada

Today we are writing premiums at the rate of \$3,000,000 per annum; our Home Office staff numbers almost 100, our Sales Force just over 300,

and we are growing BIGGER.

Opportunity Unlimited is our offer to the man who is ambitious, keen, hard-working and enthusiastic. We have territories available across Canada. We have a complete kit of Accident and Health, loss of time, Non-Can, hospital, medical-surgical lines. We sell Group, Franchise, Individual plans to meet every need. Our Commissions are high.



## Credit Life Growing, Paid \$30 Million

The use of credit life insurance has grown to a point where, in 1953, \$30 million in death claims were paid under that type of policy, Institute of Life Insurance reports.

At the beginning of this year \$8.7 billion of credit life was outstanding, covering 17,861,000 individual loans. Ten years ago the figures were \$275 million in force and 1,856,000 loans. The number of borrowers covered has increased almost 10 times since 1943.

At the start of the year, group credit life ownership totalled \$6.85 billion in 13,500,000 individual certificates, under 19,000 master policies. At the same time ordinary credit life totalled \$1.8 billion in 4,311,000 individual policies.

The average size of policy in force is about \$490. The annual purchases are relatively large in relation to amount in force since the loans covered are usually of short duration. Last year purchases of credit life, taking into account the new group contracts and ordinary policies, totalled \$3.25 billion, about 37% of the in force at year end.

## Elect T. R. Little at Flint

Thomas R. Little, Little-DeYonker agency, has been elected president of Flint (Mich.) Assn. of A&H Underwriters. Prescott Averill, Prudential, is vice-president and Mrs. Helen Patterson, Patterson agency, secretary.

## Opens Mo. Mortgage Office

Travelers has opened a mortgage loan office at Clayton, Mo., to serve St. Louis and St. Louis county. Herbert W. Marsh, named manager, has been assistant manager of city loans at Or-

lando, Fla., since 1949. He joined the company in 1931 at Cleveland, later transferred to Philadelphia and after army service went to Orlando in the mortgage loan department. Jack F. Powell, who went with Travelers in 1947 at Portland, Ore., will work with Mr. Marsh.

## Name R. W. Johnson to High North American L.&C. Post

Raymond W. Johnson, for 15 years with the Federal Bureau of Investigation, has been appointed assistant to the president of North American Life & Casualty.

Before his FBI service, Mr. Johnson was secretary to Congressman Arens of Minnesota. In that capacity he also served as a speaker of "the little" congress, an association of secretaries of congressmen and senators in Washington.

## Adds Two States for United

Hirschorn & Joseph, management agency in 11 far western states for United of Chicago, now will supervise additionally Nebraska and Minnesota. The agency's principal offices are in San Francisco and Los Angeles.

## Two Take Executive Course

Two insurance men are members of the executive program in business administration of Columbia university's graduate school of business. They are Vernon D. O'Neill, assistant secretary of John Hancock, and Ellsworth E. Strock, assistant actuary of Prudential.

## Bankers National Has 14% Ordinary Gain

Bankers National Life had a gain in ordinary life production in the first six months of 14% over the same period of 1953. The increase is indicative of the large scale expansion which the company is carrying out during the year, according to William J. Sieger, vice-president and superintendent of agencies.

## Proctor Now Pacific Mutual Sales Promotion Chief

Named manager of sales promotion for Pacific Mutual Life is Roy V. Proctor, for two years assistant manager of sales promotion and editor of the company's publication *Field News*. He succeeds Wayne S. Bishop, now assistant superintendent of agencies.

Mr. Proctor, a naval air force veteran, has been with the company five years.

## Great-West Names Seven

Great-West Life has made seven head office appointments. John L. Carpenter and E. G. John-

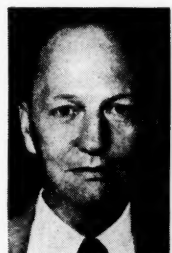
son have been named legal assistants; L. C. Leitch, an investment assistant; H. J. Neufeld, manager, planning; H. M. Porter, manager, group underwriting; E. E. Springett, manager, policy benefits, and H. V. F. Wilkins, manager, mortgage administration.

## Prudential Advances Paff in Western Home Office

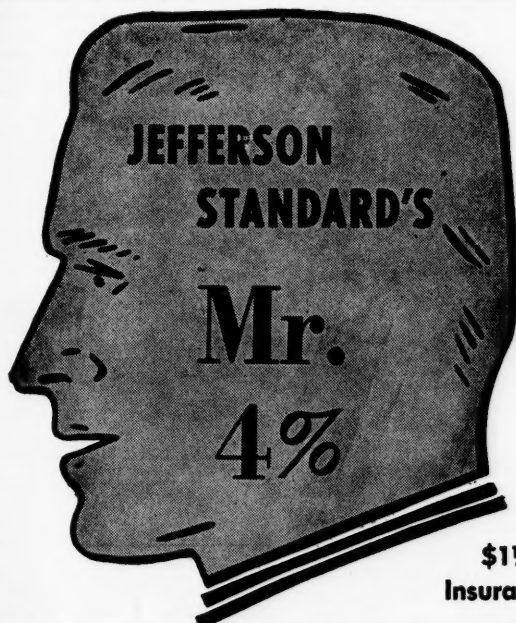
Harold G. Paff has been advanced to executive general manager of administration for the western home office of Prudential at Los Angeles.

Mr. Paff joined Prudential in the actuarial division at the home office in 1934. After a series of promotions he was transferred in 1948 to Los Angeles where he has been actuarial director. He is a fellow of Society of Actuaries and a past president of Actuarial Club of the Pacific States.

Harold G. Paff



R. W. Johnson




Over  
\$1 1/4 Billion  
Insurance in Force

Says "My Company has a very fine educational and training program for its agents. The program begins with fundamental training for the new and inexperienced underwriter and continues through such specialized fields as Life Insurance for Business Purposes, Coordinating Income from Life Insurance with Social Security Benefits, Taxation Affecting Life Insurance, etc. It is well integrated with personal training and guidance in the Field. The program, in my opinion, is 'tops', and is ANOTHER JEFFERSON STANDARD PLUS."

**JEFFERSON STANDARD**  
Life Insurance Company  
GREENSBORO, NORTH CAROLINA

**THESE FACTS ARE  
IMPORTANT!**

When 1953 ended we had  
\$1,013,741,546 of life insurance  
in force and \$288,069,407.82 in  
assets. Since 1895 we have paid  
more than \$256,026,000 in claims.



**KANSAS CITY LIFE  
INSURANCE COMPANY**

*territory in 39 states and the District of Columbia*

# sell 8 in 1!



**COMPLETE** coverage at an extremely **LOW** rate means **MORE SALES** with this **EXCLUSIVE** United Policy

Endowment at Age 65  
Protection to Age 65  
Double Indemnity Death Benefit  
Triple Indemnity Death Benefit

Non-Cancellable Accident Benefit  
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Hospitalization or Nurse Coverage  
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For particulars write WM. D. HALLER,  
Vice President and Agency Manager



**UNITED**  
**LIFE AND ACCIDENT**  
**INSURANCE COMPANY**

Concord, New Hampshire

**We Salute . . .**

Wisconsin National's

**Quality**

**AWARD WINNERS**  
**1954**

Wisconsin National Life Insurance Co.  
Oshkosh Wisconsin



Harry V. Foreman,  
Kokomo, Ind.  
2 Year Qualifier



Garret Inman,  
New Albany, Ind.  
2 Year Qualifier



Richard G. Jansen,  
Green Bay, Wis.  
3 Year Qualifier



Emerson B. Moran,  
Croswell, Mich.  
3 Year Qualifier



Clarence N. Novak,  
Kewaunee, Wis.  
3 Year Qualifier



W. Glen Schroeder,  
Oshkosh, Wis.  
2 Year Qualifier



Arthur K. Wagner,  
Fond du Lac, Wis.  
2 Year Qualifier



Wilbur W. Wojta,  
Manitowoc, Wis.  
2 Year Qualifier



Elmer W. Clark,  
Oshkosh, Wis.  
7 Year Qualifier

## Staff Travel Data Indicate N. Y. Best for NALU Home

(CONTINUED FROM PAGE 3)

presented and contributions solicited," the New York booklet states. It goes on to say that, first, no goal was set for contributions and it was pointed out that NALU would acquire a mortgage-free home with whatever sum the members chose to contribute within a reasonable period of time, and that second, operating expenses would be reduced because of savings in owning as opposed to renting; or else NALU would obtain greatly expanded and improved facilities for approximately the same outlay.

"Certainly it was never suggested, nor contemplated, that any portion of the recent dues increase or possible future increases should be used to meet increased operating costs occasioned by a new location," the report states.

The Bankers National building is the unanimous recommendation of the New York committee for a building ready to occupy within NALU's acquisition price and maintenance cost range. No remodeling would be necessary nor would there be any need to spend time with architects or builders. NALU and Life Underwriting Training council could move in and go to work with virtually no interruption. LUTC has already approved the location for its purposes whereas its removal to another area is still problematical, according to the booklet.

"This building is close enough to New York to combine the advantages of convenience for work with pleasant surroundings for staff residences," the booklet observed. "It has been approved by those who would carry on the actual work of the NALU."

The committee says however, that in spite of the advantages of the Montclair location, "it is apparent that there is a feeling in certain quarters that NALU should have a new building, designed to its own specifications." The committee also recognizes that there is a feeling that NALU should have a heart-of-the-city location for maximum convenience for visiting members.

If this is the requirement there is available a location just east of Park Avenue on East 39th street in New York City, mentioned by Julian Myrick, Mutual Life, New York City, a past president of NALU and presented in his minority report of the location committee of NALU from the floor of the national council in New Orleans at the mid-year meeting last March. A photograph of this building and also of the Bankers National building appear in the booklet. At the 39th street site, the cost for a stone-and-brick office building with five stories and basement is estimated at \$500,000. Heating and air-conditioning would be furnished from the building next door on a long-term contract basis and equipment for this purpose would not be needed. Because the building would be on a "light-protector" plot with a limit of five stories, the cost of the land included in the \$500,000 price is very low, according to the committee.

There would be net usable space of 15,900 square feet plus a basement area of 3,500 square feet. Annual operating costs including taxes, heat and air-conditioning are estimated at \$27,000. As to financing, the sum now held by NALU is about \$280,000. The New

York City association does not believe it would be proper or expedient to seek additional contributions from the membership. Hence, the alternative to further fund-raising is a mortgage of some \$220,000, which the committee is informed could be arranged



**JAMES ROBERTSON 1778**

**JAMES ROBERTSON, Colonial General and Indian Land Negotiator was the founder of Nashville.**

His was a glorious past of treaty-making with Chickasaw and Cherokee, shaping boundaries and destinies of the Southern States. Men of all stations sought General Robertson's counsel. His fairness, wisdom and firmness brought him great success as mediator between settlers and Indians. America owes him a debt of gratitude for his peaceful settlement of land problems.

While on a land purchasing mission in 1779 he crossed the ice covered Cumberland river with his hardy band of pioneers and discovered the settlement of French Lick, which later became the City of Nashville.

Although founded in 1903, Life and Casualty did not begin writing Ordinary Insurance until 1919. Today, of a total of \$1,057,000,000.00 of Insurance in Force, Ordinary Insurance exceeds \$450,000,000.00.

Life and Casualty and Nashville are growing together

**Life and Casualty**  
Insurance Company of Tennessee

Guilford Dudley Jr., President  
Home Office: Nashville, Tennessee

**Life Insurance in Force**  
**OVER ONE BILLION DOLLARS**

**Service Guide**

**Valuable Paper Wallets**

One or a Thousand  
Write for Brochure  
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World's Only Recorder of its Kind  
**WALKIE-RECORDALL**  
8-LB SELF-POWERED BATTERY RECORDER

• AUTOMATIC UNDETECTED RECORDING UP TO 4 HRS. • Records noiselessly in or out of closed briefcase, containing hidden mike while walking, riding, flying, conferences, lectures, dictation, 2-way phone. Permanent, unalterable, indexed recording at only 3c per hr. • VOICE ACTIVATED SELF START STOP • NO WIRES OR PLUGS • MILES REPRODUCER CO., INC. 823 Broadway, N. Y. 3, N. Y. Dept. NW



at 4% on a 16-year basis at an annual cost of \$18,700 for both interest and amortization.

"For some years to come, the basement plus the three lower floors (15,200 square feet) would be more than adequate for combined NALU and LUTC requirements," the booklet states. "Therefore, the two upper floors (6,200 square feet) could be rented at \$5 per square foot. Thus, a rental of \$31,000 annually would exceed the mortgage cost of \$18,700 annually (interest and amortization) by \$12,300. This \$12,300 plus rent received from LUTC, who would stay with NALU in a New York location, would reduce operating costs substantially."

The booklet goes on to say that the fourth and fifth floors to be rented initially would allow adequate space for future NALU and LUTC expansion. If on the other hand when the mortgage has been liquidated in 16 years and NALU did not need this fourth and fifth floor space the continuing rent would exceed the estimated operating costs. Under such circumstances NALU would have an operating profit on the building in addition to rent receivable from LUTC.

In conclusion the booklet states: "We should like to reaffirm what Julian Myrick has said to the effect that, to date, no one has produced any substantial reasons as to why NALU should be moved away from the area from which it has served, and continues to serve, its membership so well. There are available in the greater New York area ample accommodations within the limits of present contributions. There is also the prime location in the Grand Central area with rentable space which would liquidate

the required mortgage. We believe that NALU would be well served by the trustees' decision on either of these properties."

Serving on the committee with Mr. Allen were Harry K. Gutmann, Mutual of New York, who was recently elected president of the New York City association; A. F. Kinbacher, New England Mutual, public relations vice-president; and Harold W. Baird, Northwestern Mutual, national committeeman.

Contained in the booklet is a copy of the resolution adopted May 21 by the New York state association urging that the NALU committee on location should be required to retain an impartial management consulting firm to gather, correlate and analyze such material as has been prepared by the various cities seeking NALU headquarters and to develop such other information as their experience dictates and that the recommendation of such firm be given precedence by the board of trustees of NALU over the opinions of all individuals, or local or state associations in deciding on the location of national headquarters.

The state association itself is of the opinion, expressed in another resolution, that the most desirable location for NALU is in the greater New York metropolitan area including Long Island, Westchester county, southwestern Connecticut and northern New Jersey. A third resolution of the state association urged that no mortgage be incurred without specific endorsement by a majority of member associations.

#### Chilton Moves to Roswell, N. M.

Harry E. Chilton has resigned as manager for Republic National Life at Austin, Tex., to reenter personal production at Roswell, N. M.

#### Mass. Mutual Appoints Regional Group Managers

Massachusetts Mutual has made several group appointments in the East. George E. Hopkins, assistant director of group sales since 1952, was named group regional manager for the eastern region comprising the middle Atlantic states, with headquarters at New York City. Walter G. Berry, Jr., and Howard R. McGee were named district group representatives at Cleveland.

Mr. Hopkins joined the company as district group manager at Springfield, Mass. Prior to going with Massachusetts Mutual Mr. Berry was a cost accountant and had five years in the group insurance field.

Mr. McGee recently completed a training course in the company's home office and at Cleveland. All three men are veterans.

#### Jacksonville GAMC Elects

General Agents & Managers Conference of Jacksonville has elected A. L. Franklin president; J. L. Austin, Southern Life & Health, vice-president; and V. W. Wilson, Connecticut Mutual, secretary-treasurer. S. Kendrick Guernsey, president of Gulf Life, spoke at the election meeting.

#### A&H Agents Group Aims for 10,000 members by Next June

A tentative goal of 10,000 members by June 1, 1955, has been set for International Assn. of A & H Underwriters by its president, Leonard McKinnon, McKinnon & Mooney, Flint, Mich.

Mr. McKinnon has mailed to all members of the executive board of the association a comprehensive questionnaire designed to uncover the membership potential in each board member's territory. It is expected the information developed will serve as the basis for a specific 1954-55 "Program of Action" for the association, to be announced later by Mr. McKinnon.

#### Barkie, Stross Enters Life

Barkie, Stross agency of New York City has been named agent for New York Bankers Security Life. This is a new field for the agency, which has been in general insurance for 23 years.

#### Hippchen Named at Houston

Southwestern Bankers Life has named R. P. Hippchen manager at Houston. He has been district manager at San Antonio.



does  
he  
need

**\$150,000.?**

\$150,000 cases probably don't come into your office every day of the week. Especially on the life of a child. But when it does happen—when you find a client who plans to set up a substantial life insurance estate for his child or grandchild, the Manufacturers Life is the company to contact.

At Manufacturers Life the retention limit of \$150,000 is effective from age 0. Excellent reinsurance facilities will enable you to place even a larger amount.

#### CONTACT ONE OF THESE BRANCHES FOR MORE INFORMATION

Baltimore	Detroit	Los Angeles	Portland
Chicago	Hartford	Newark	Saginaw
Cincinnati	Honolulu	Philadelphia	San Francisco
Cleveland	Lansing	Pittsburgh	Seattle

Licensed in Dist. of Columbia, Arizona, Delaware, Idaho, Minnesota and Virginia.

YOUR OWN COMPANY FIRST . . . THEN

THE  
**MANUFACTURERS**  
INSURANCE **LIFE** COMPANY



**OLD LINE  
LIFE INSURANCE  
FOR  
Lutherans**

**INSURANCE IN FORCE**  
as of December 31, 1953 . . . . \$294,660,475

**ASSETS** . . . . . 60,238,794

**TOTAL SURPLUS FUNDS** . . . . 3,918,964

**1953 INCREASE IN INSURANCE** . . 25,058,651

**Organized in 1879**  
**Completing 75 Years of Progress and Service**

**Lutheran Mutual**  
LIFE INSURANCE COMPANY

HOME OFFICE  
WAVERLY, IOWA



## Three Metropolitan Men to Teach Management

Three Metropolitan men will be among the instructors in New York

## WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—  
LIFE EDITION

### PENSION SALESMAN

A Pension Salesman is available who has eight years of experience in sales and service of trustee and insured pension and profit sharing plans. Write to A-1, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

University's course on the middle management executive development program to be given in the fall and spring semesters during the next academic year. They are Elles M. Derby, manager of management education of Metropolitan; Charles J. Berg, assistant manager of the management education bureau, and Harold A. Finley, general supervisor of planning and methods of the coordination division, who is also course coordinator and adjunct associate professor at the university.

### Opens Two Mortgage Loan Offices

General American Life has opened mortgage loan offices at Austin and Fort Worth. Harold Wallace, who has had mortgage loan experience with the company at San Antonio, Houston and in the home office, is manager at Austin. The Fort Worth office actually is being reopened on the return from military service of its manager, Robert Taylor, Jr.

## Jefferson Standard Business Up 6.2%

New life sales by Jefferson Standard Life totalled \$85,280,925 for the first six months of the year, a gain of 6.2% over the same period of 1953. This was the highest for any first half period in its history.

In force now totals \$1,282,862,797, a gain of \$97 million in the last 12 months.

## Protecting Health Local Job, Mrs. Hobby Tells 'Search'

Secretary Hobby of the Department of Health, Education & Welfare, whose appearance on Institute of Life Insurance Mutual network program, "The Search That Never Ends", launched its third year of broadcasting, declared that the major responsibility for conducting her department's program lies with the local community.

Much of the work done by her department and U. S. public health service is carried on in a continuing partnership with the states and thousands of local communities, she said. She congratulated the institute and the Mutual network for dramatizing effectively efforts by government, industry and private physicians to provide better health for all.

## W.&S. Has New Sales Plan

Western & Southern Life has instituted a sales program for its agents which emphasizes the importance of "needs" selling on weekly premium as

well as ordinary. The objective is to sell the prospect "needs" rather than "just to sell a policy."

The training and sales promotion department has developed the program, including special forms designed to show prospects graphically why they should have insurance for a variety of purposes.

## Correction on Second Mass. Mutual Forum

In the July 2 edition, page 14, there was an error in the story entitled "2nd Mass. Mutual Forum." The story indicated that the second brokers forum was sponsored by Massachusetts Mutual Life and Fidelity-Philadelphia Trust Co. The forum was conducted by Gordon S. Miller, general agent of Massachusetts Mutual at Philadelphia.

## Simpson to N. E. Mutual

George E. Simpson has been appointed district group manager for New England Mutual at its new group office at Los Angeles serving southern California and Arizona. He formerly was assistant group manager at that city for Connecticut General Life and is secretary-treasurer of Los Angeles Group Managers Assn.

## Steinberg Has Open House

More than 100 persons attended the open house of the Steinberg agency of Massachusetts Mutual at Jamaica, N.Y., at the new offices at 166-26 89th avenue. The new building was opened just two years after the agency was established.

## WANTED ASSISTANT SUPERINTENDENT of AGENTS

Wonderful opportunity for advancement—will work with the Agency Vice President directing activities of old and new agencies.

Person selected must have a background of experience in recruiting, training and working with Managers and Agents. Salary, all traveling expenses and mileage for use of car.

Please write to

Emery A. Huff  
Vice President and Superintendent of Agents  
Federal Life Insurance Company  
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Chicago 1, Illinois

## STATE MANAGERS—ON A FRANCHISE BASIS FOR WASHINGTON—NEBRASKA—MINNESOTA

To represent one of the largest Insurance Companies.

Health and Accident Insurance paying Lifetime Benefits, Hospitalization and complete line of Life Insurance contracts.

This is exceptional opportunity for 3 capable men to take complete supervision—and have ownership equity—in their own agency organization. Must have insurance background—successful record—good business judgment and ambition.

Write detailed statement as to experience, education, age and other pertinent data. Replies confidential.

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### Unusual Opportunity with NORTHWESTERN MUTUAL LIFE at COLUMBIA, SOUTH CAROLINA

We wish to establish a District Agency in this progressive city. Attractive, incentive arrangement. Replies confidential. Address Z-99, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois

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## Defining Income for Tax Is Perplexing Problem

(CONTINUED FROM PAGE 1)

of small income and large family groups, must fall on other OASI taxpayers. Conversely, as OASI taxes increase, an ever increasing percentage of OASI taxpayers will have larger taxes than the premium cost of their own protection.

Today the price index is approximately the same as it was when the Senate committee reviewed the economic situation and increased primary benefits between \$5 and \$8.60 and other benefits proportionately. These benefit increases compensated for the price increases since 1950 and were therefore justified, but today, he said, the Senate committee lacks any reason based on OASI's purpose for adopting the proposal for increasing the present \$85 to \$108.50.

Are there valid arguments, he asked, based on OASI's purpose, which would justify the proposed increase? Can the proposition be supported that younger OASI participants should be further burdened to pay an extra \$13.50 per month to a person who retires a couple of years from now and who otherwise would receive \$85, or an extra \$21.80 above the \$127.50 an old couple would receive?

His committee's position, Mr. Joanis said, is that the increase is not justified.

Turning to arguments interrelating the proposed benefit increase to \$108.50 and the proposed increase in the taxable wage base to \$4,200, Mr. Joanis saw them as not based on OASI's fundamental purpose but directed to incidental statistical relationships existing at one time or another between benefit levels, wage levels, and persons receiving maximum taxable wages.

Statistics, he said, are not fundamental considerations but mere by-products of different decisions made under different economic situations as to currently appropriate maximum OASI benefits, and appropriate benefits based on small average wages, and as to the wage level which justifies eligibility for the maximum benefits and subjects the individual to the maximum tax.

There is no more reason to restore the relationship between general earnings and maximum wage base in 1951 than there is for any other year, he declared. In 1950 the Senate committee rejected this same argument for restoration of the 1939 wage base. The fact that benefits were increased in 1952 and that more OASI taxes than estimated are coming in seem to be overlooked today.

His committee, Mr. Joanis said, feels that OASI's basic purpose justifies the proposals for extending coverage, making the retirement test more equitable, increasing minimum benefits, including the proposed sharp increase in minimum benefits of aged widows and other sole survivors, and improving benefit levels through the approach of the "drop out". His committee opposes the extension of the present temporary public assistance grant formula.

NAM, in its statement, pointed to the retirement benefit of 51% of earnings at average monthly wages of \$275 or \$3,300 a year. This latter figure is the median earnings for covered employees and "if we understand the term median correctly, it means half the covered employees earn less than this figure and

half earn more."

This indicates that substantial numbers of OASI beneficiaries and their wives may receive a government annuity payment in excess of 5% of earnings, NAM said, asking, "What incentive exists for an individual to provide for his own future security? It is obvious that this will result in the wage earners being thrown into the hands of the federal government for the provision of their retirement security."

As to the suggested value of including non-covered groups in the program, NAM said the claimed savings to present contributors of OASI to be achieved by extension of coverage seem a doubtful long range advantage. It is based on the assumption that these potential new membership classes will more than pay their appropriate share of the cost of the system. They would thus be required to subsidize it at the very time when they are more doubtful of benefits than other population groups.

The Senate finance committee tentatively decided against compulsory OASI coverage of physicians, after opposition by American Medical Assn.

## K. C. Life Promotes McInnes, Makes Kan. Agency Change

Jack D. McInnes, Jr. will occupy the new post of agency secretary of Kansas City Life. He has been manager at



J. D. McInnes, Jr.



T. Lynn Prewitt

Kansas City since 1940. He joined the company as an agent in 1930.

T. Lynn Prewitt, formerly supervisor in the field training department, becomes manager at Kansas City.

Supervising all agency activities in both Kansas City, Mo., & Kansas City, Kan., metropolitan areas and in nearby counties will be Maurice R. Smith, assistant superintendent of agencies. His son, M. R. Smith, will now be assistant manager of the eastern Kansas agency.

The elder Mr. Smith has been with Kansas City Life since 1939 as a regional agency supervisor while the son joined the company in 1946.

## United Benefit Life Has Best One-Day Sales Total

A new one-day production record of \$7,780,164 was set July 7 by United Benefit Life, more than doubling the previous high single day figure set a year ago when the company moved into the billion dollar in force class.

The record production was a special tribute to George J. Cleary, president. It was made on the final day of a personal producer's contest. New single-day production records were set by 43 of the company's general agencies.

United's new business for the first six months is up 9%. Insurance in force at the end of June exceeded \$1,290,000,000, compared with \$1,244,941,079 at the end of 1953.

## du Pont to Continental

Eleuthere I. du Pont has been appointed assistant treasurer of Continental American. He joins the company from Equitable Security Trust Co. of Wilmington, Del., where he has been employed for seven years.

## Program Completed by Insurance Lawyers

The program of the insurance section of American Bar Assn. at the Palmer House in Chicago Aug. 16-18 has been completed.

B. M. Anderson of Connecticut General will discuss extraterritoriality, followed by a panel on the medical aspects of herniated discs, moderated by Elmer J. Schnackenberg, judge of the 7th federal court of appeals and with A. J. Bowe and Joseph H. Hinshaw, both of Chicago, legal experts, and Drs. Eric Oldberg and Edward L. Compere, Chicago, medical experts, as participants.

I. V. Brunstrom of American Life Convention will discuss life insurance annuity and the 1954 tax code; Paul M. Roca, Phoenix, death problems under the insurance policy; Theodore J. Frazier of Lincoln, law partner with his father, Cecil, former insurance director of Nebraska and general counsel for H&A Underwriters Conference, the A&H applicant's misrepresentations; and J. M. Gillen of General Motors, that company's employee benefit plans.

Wayne Stichter of Toledo and Judge Middleton of the Ohio supreme court will conduct the pre-trial tactics panel in connection with the paper on preparing the witness by Wilbert McInerney of Washington, D. C. Pat M. Eager, Jr. of Jackson, Miss., will deal with voir dire examination, Paul A. McGouch of Minneapolis with how to conduct direct examination and Lester P. Dodd of Detroit with what to ask in cross examination.

The dinner dance is Aug. 17.

## B.M.A. Registers Best Sales Month in June

Business Men's Assurance celebrated its 45th anniversary in June and in the same month new paid life insurance reached an all-time high of \$22,238,596, an increase of 29.2% over June, 1953.

Another all-time high was the gain in life insurance in force which brought the total to \$770,684,615.

Although founded in 1909, the company did not begin writing life insurance until 1920. Today it has more than \$770 million of life insurance in force and an equivalent A&H volume.

## American Guaranty, Ore., Elects New Officer Slate

PORTLAND, ORE.—American Guaranty Life of Portland, recently ordered by Circuit Judge Hawkins to eliminate one class of stock from its corporate set-up, has elected a new set of officers.

President is Darrel W. Wade, Roseburg. Dale Woodruff is vice-president and S. M. Moore secretary-treasurer. These and Hans T. Hansen of Roseburg and Glen W. Long, Canyonville, comprise the board.

The new board appointed Frank L. Emery, former state insurance commissioner and a former life general agent, as executive vice-president.

The company was organized in 1951.

## Sales Honor President

More business was placed in force by Columbus Mutual Life during June than any previous June in the company's history. In a sales campaign honoring Carl Mitchelltree, president of the company, the company wrote \$6,322,455 in 1,395 applications. The \$5½ million quota established was topped by \$822,455.

## A. S. Taylor With U. S. Life

Arthur S. Taylor has been named general agent by U. S. Life at Fitchburg, Mass. His office is 470 Main street.

## Small-Loan Company Forming Own Insurer

RALEIGH—Delta Ins. Co., reportedly being organized to write insurance on small loan borrowers patronizing Aetna Loan & Finance Co., and to be owned by the same persons owning the finance firm, has been granted a certificate of incorporation by North Carolina.

The charter has been issued in the name of J. C. B. Ehringhaus, Jr., Raleigh attorney, and others, but Mr. Ehringhaus admits that the names appearing on the certificate are not the true owners and has declined to identify the latter.

Mr. Ehringhaus said the company would write credit forms of insurance, including life and A&H, but contended that it would not be connected with any loan company. However, it was reported that promoters of the company are Jack Pollock and Jack Garden, both of St. Louis. Mr. Pollock heads Royal Management Co., owner of Aetna Loan & Finance, which operates in North Carolina and seven other states. Mr. Garden is Mr. Pollock's son-in-law.

Delta still must obtain a license from North Carolina insurance department before going into business and to do that it will have to submit information regarding the true owners and other data. If it is licensed and is owned by Aetna Loan & Finance, as reported, it will be the first in North Carolina to be owned by a small loan agency.

Aetna Loan & Finance insurance now is handled through American Bankers Life of Florida and premiums developed on Aetna loans amount to about \$600,000 annually.

## Bailey Is Pan-American General Agent at Mobile

Pan-American Life has appointed John A. Bailey general agent at Mobile, Ala., where he will specialize in business and estate planning. He is a graduate of the Aetna Life school, the Aetna advanced course and the Insurance R & R course. He conducted a brokerage business before joining Pan-American.



John A. Bailey

## LIA Keystone Group Elects Grace McGuigan

The Keystone group of Life Insurance Advertisers Assn., at its annual meeting at Philadelphia, elected Grace McGuigan, Penn Mutual, chairman; Helen McLaughlin, Penn Mutual, secretary-treasurer; William D. Elton, U. S. Review, program and arrangements, and George Turner, Fidelity Mutual, publicity. Miss McGuigan has been in Penn Mutual's department of public information for eight years.

## Crown Opens Two Agencies

Crown Life has appointed Robert F. Sharpe general agent at Memphis and Edward M. Ostendorf general agent at Charleston, S. C. These are new agencies for the company.

## Globe Life Now in Colorado

Globe Life of Illinois, which entered the A&H field a little over a year ago, has been licensed for both life and A&H lines in Colorado. The company is in the process of expanding operations into other states.



## N.Y.C. Underwriters Oppose Tying Group to Term-Investment

Life Underwriters Assn. of New York City has sent a questionnaire to the president of each company licensed in New York concerning the writing of group term insurance in combination with any periodic payment investment plan, and has adopted a resolution exploring any such combination.

The association, in its resolution, states it is firmly opposed to the writing of group term insurance in combination with any periodic payment investment plan on both legal and moral grounds, as being contrary to the best interest of the public and life business.

In its questionnaire, the association asked each company whether or not it is now underwriting, either on a group or individual policy basis, insurance on any mutual investment funds or other periodic payment investment plan or if it is contemplating doing so in the future. If it has not, the association asked if it had publicly stated its position in regard to the practice.

Concerning agents' licenses, it was asked if they forbade full-time agents to represent investment dealers in selling mutual fund and other periodic investment plans. If such a clause is not in the license, the association wants to know what attitude the companies would take toward any agent who might wish to sell such investment plans as sideline.

It also asked if the company is considering entering the variable life endowment policy field.

The association points out life companies have consistently taught and promoted the long term advantages to the policyholder of combining investment and the risk element in one policy. The legal reserve system has earned the business a reputation of absolute security and safety of investment and a definite trend toward the installment purchase of securities of all types has been established in the investment field. These securities, by their very nature, are not guaranteed as to future value, it was pointed out. A number of such mutual investment funds and other periodic investment plans create, contractually, a creditor-debtor relationship in event of the death of the investor. On this legally dubious clause, the association states, some life companies are basing their issuance of group creditor life.

The association endorses the position taken by National Assn. of Life Underwriters and New York State Assn. of Life Underwriters. It expressed its disappointment that the companies would consider insuring the decreasing term element in combination with a medium of investment for which no claim of present or future guarantees has or could be made. The established and historical position of the legal reserve companies is confounded in the minds of purchasers of such periodic investment plans, according to the resolutions.

In doing this, the companies are in competition with their own agency forces and are creating a virtual endowment contract in the hands of an aggressive sales competitor.

The companies are also permitting the public to associate the names of some of the great life companies with relatively untested non-guaranteed equity plans which are not under the supervision of the insurance department, the association pointed out.

## Program Is Arranged for Hemisphere Meet

The program for the hemispheric insurance conference in Rio de Janeiro and Sao Paulo, Brazil, Aug. 19-28, has been worked out. More than 30 U.S. insurance executives will attend. The conference, sponsored by U.S. Chamber of Commerce, again will stress the importance of the freedom of private insurance from government competition or undue restriction; improvement of the service performed by private insurance; encouragement of further hemispheric exchange of educational material and education techniques.

Sixteen countries of the Western hemisphere are expected to be represented. The U.S. delegation will be headed by John A. Diemand, president of North America, who will address the opening session Aug. 19 in Rio. The sessions will be transferred to Sao Paulo Aug. 25.

Six discussion groups dealing with life, fire, casualty, marine, surety and the defense of private insurance will occupy two days of the conference program. V. C. d'Unger, assistant secretary of Lincoln National Life, will be co-chairman of the life insurance group, along with a Brazilian life insurance executive.

A group of papers on insurance educational organization and techniques has been arranged by Arthur C. Goerlich, dean of the school of insurance of Insurance Society of New York.

The program will include talks on remuneration of life insurance agents by Mr. d'Unger and travel accident coverages by J. M. Smith, vice-president of Continental Casualty. Speakers on Dean Goerlich's program will include Charles W. V. Meares, vice-president New York Life; Helen M. Thal, acting director of the educational division Institute of Life Insurance; Elizabeth Ferguson, librarian of the institute; Edmund L. G. Zalinski, 2nd vice-president New York Life; James H. Kohlerman, educational director Life Office Management Assn.; Milton J. Goldberg, Equitable Society, and Dr. S. S. Huebner, emeritus professor of insurance, University of Pennsylvania.

Life company presidents present will include Laurence F. Lee, Occidental Life of Raleigh and Peninsular Life; Guilford Dudley, Jr., Life & Casualty; and Frank Samford, Liberty National.

Highlighting the social program will be a reception by the U.S. delegation Aug. 21 in honor of James S. Kemper, ambassador to Brazil and chairman of Lumbermen's Mutual Casualty. Mr. Kemper, in turn, will be host for the U. S. delegation and Brazilian business leaders.

## Urich Now Pacific Mutual A&H Underwriting Manager

Pacific Mutual Life has appointed Edward M. Urich assistant secretary and manager of A&H underwriting.

With Pacific Mutual since 1920, Mr. Urich has spent most of his career in underwriting and most recently was chief A&H underwriter. He started as an agent under his father, John C. Urich, who was the company's general agent at Denver during the early years of the century.

## Rally for BMA Milwaukee Agents

Leading Milwaukee agents of Business Men's Assurance are meeting July 16-18 at Ephraim, Wis., for a sales conference and fishing. G. A. Diehl, Milwaukee manager, will be host at the outing and the home office will be represented by J. W. Sayler, vice-president in charge of sales.

## B.M.A. Celebrates 45th Anniversary

The 45th anniversary of Business Men's Assurance was observed July 1 at the home office in Kansas City with a celebration honoring its founder and chairman, W. T. Grant.

Started as Business Men's Accident Association, the company in 1920 became Business Men's Assurance. The



W. T. Grant, right, chairman and founder of Business Men's Assurance, holding a diamond service emblem marking his 45th company anniversary. L. D. Ramsey, vice-president and controller, made the presentation.

first offices were located in one room of the old Keith and Perry building in Kansas City. The office force consisted of Mr. Grant and one stenographer. Today home office employees alone number more than 750 and there is an equal number of fieldmen located throughout the United States and in Hawaii and Guam.

Mr. Grant sold the first 500 applications that were needed to obtain a charter for the new company. Today B.M.A. has more than \$757 million life insurance in force and an equivalent volume of A&H.

## Bankers National Life Promotes Two

Bankers National Life has appointed Ramon E. McCue assistant superintendent of agencies. He has been manager of the A&H department of the company since 1950. He will remain in charge of A&H and will take on additional duties of recruiting, training, and supervision in connection with his new appointment.

Before joining Bankers National in 1950 he was special agent of Hartford Accident and Ocean Accident in New York City. He is a member of the underwriting committee of H&A Underwriters Conference.

Bankers National also has appointed William F. Good field supervisor in the agency department. His duties entail the recruiting and training of general agents for the company. He was previously with Prudential for 32 years as an agent. Connected with the East Orange office, he was a member of that company's president's club in 1952 and 1953.

## Study of Problems Posed by Atomic War Threat

A joint committee of American Life Convention and Life Insurance Assn. of America has prepared a 100-page report on life insurance problems posed by the possibility of atomic attack. The report is reportedly near completion and later on, perhaps in September, part of it may be released, the non-classified part.

## H & A Conference Chairmen Named

Chairmen for H & A Underwriters Conference committees have been appointed by the conference president, J. W. Scherr, Jr., Inter-Ocean. They are:

Planning and finance, W. F. White, Mutual Benefit Life; agency advisory, C. G. Ashbrook, North American Life of Chicago; blanks, S. F. Conrad, Loyal Protective Life; business practices, P. W. Watt, Washington National; claims relations, E. J. Faulkner, Woodmen Accident; conference-LOMA, costs, office methods and procedure, G. M. Grady, Monarch Life; conservation, F. L. Barnes, Ohio State Life; convention, H. K. Hunt, Imperial Life; disability insurance coordinating, R. L. Paddock, Time.

Also, education, W. J. Huggan, Progressive Life; group, G. R. Jordan, Republic National Life; hospital and medical, R. W. Carey, New York Life; legal, J. A. Henry, Continental Assurance; medical directors, Dr. W. H. Scoins, Lincoln National; membership, D. G. Parker, General Reinsurance; memorials, Paul Clement, Minnesota Commercial Men's; non-cancellable, W. E. Wright, Pioneer Mutual; public relations, T. T. Wallace, Great American Reserve; statistical, C. N. Walker, Lincoln National; underwriting, C. M. Barry, Ohio State Life.

## Sun Life Business Up 58%, Agents Hear

Paid volume of Sun Life of Maryland increased 58% for the first half of 1954, compared with a similar period in 1953, according to a report given at a meeting of the general agency department at Philadelphia.

Speakers at the meeting were Charles B. Duff, regional supervisor of brokerage agencies, and W. Robert Shoener, regional supervisor of ordinary agencies, who discussed new sales ideas the company is making available, and A. Kenigson, vice-president and actuary, who said that sub-standard would be considered up to 500%. He also introduced a new occupational manual and discussed material reduction in extra premiums charged on sub-standard risks.

## Top Cal. Court to Hear Stockholders' Arguments in Pacific Mutual Case

California supreme court has granted a hearing to stockholders of Pacific Mutual Life in their appeal from the decision of the district court of appeals in which the appellate court sustained the superior court's approval of the rehabilitation and reinsurance agreement respecting the company's mutualization.

This is the second time the agreement has been before the California supreme court, in addition to having been before the U. S. Supreme Court. In all the litigation heretofore the agreement has been approved by all the courts.

## N. W. Mutual Sets June Six-Month Sales Marks

Two new sales records have been set by Northwestern Mutual Life. Sales for the first six months reached a new high of \$270,639,861, a gain of 2.2% over the first half of 1953. June sales exceeded \$42 million, an 18% increase over June of last year and largest June production on record.

The Eckert agency at Detroit led in June sales with \$3,810,320, and for the first six months with \$9,411,866.



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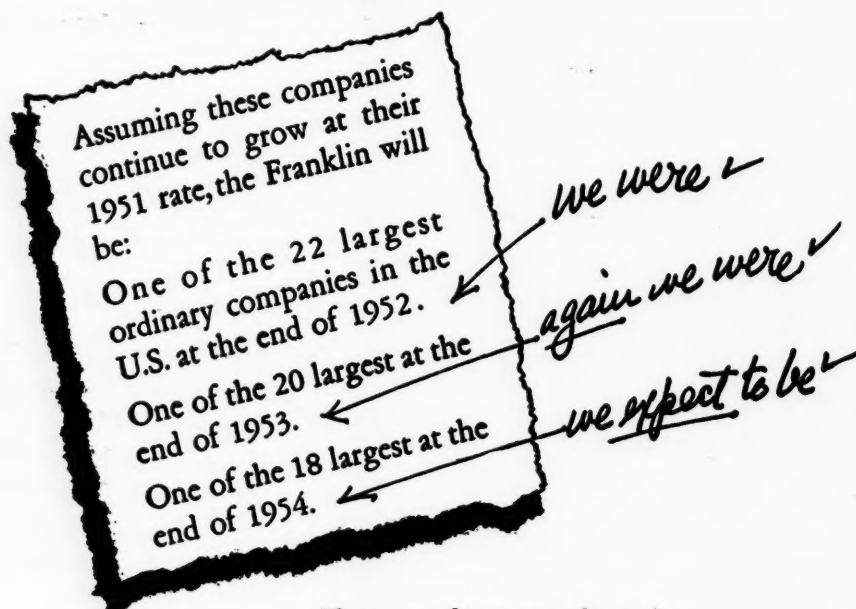


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